

MAY 19, 1956 • 50¢

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Tide

THE MAGAZINE FOR ADVERTISING EXECUTIVES

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Admen behind the next president

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The shape of ad budgets to come

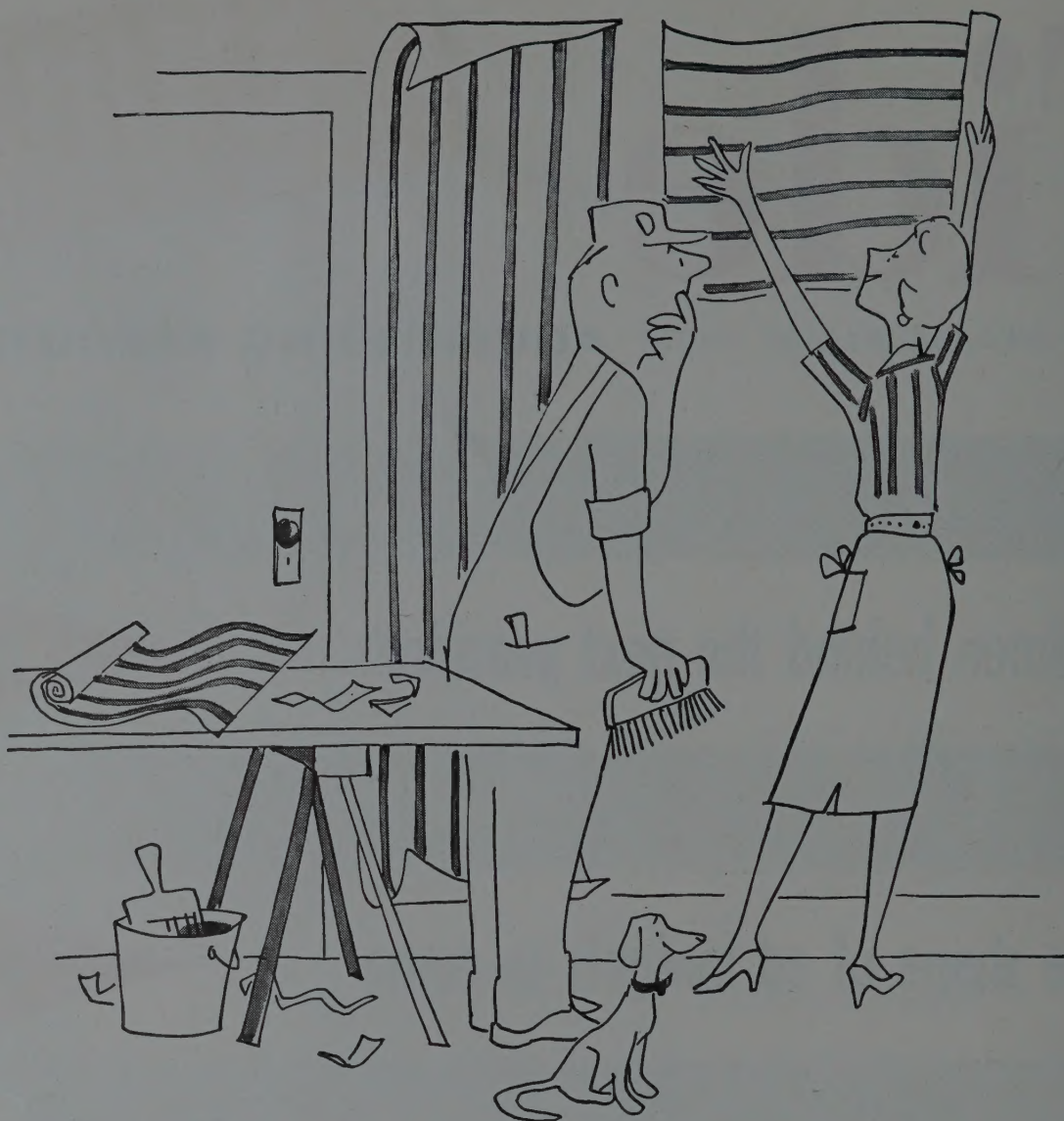
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Johnson & Johnson's newest strategy

p. 37

Admen cite toughest sales problems

p. 34



What men don't understand about women's originality

We've noticed that when a man knuckles down to a project—like building a free-form room-divider—he starts with a diagram. And he sticks to it.

We've also noticed that when a woman starts a project—like making a soufflé...or a dress...or doing over a room—she starts with a diagram, too. But she revolutionizes it! She turns it into something delightfully *her own*. She adds mushrooms to the recipe...a pair of white cuffs to the dress...or hangs the striped wallpaper *horizontally* because it looked so terrific hung *vertically*!

And because Ladies' Home Journal understands the patterns, recipes, decorating ideas—and everything else in the magazine—are designed merely as springboards for a woman's inventiveness.

It is probably because Ladies' Home Journal understands women so completely that the Journal is *the* *way to influence women*.

Which explains why advertisers invest more money in the Journal than in any other women's magazine.

*Never underestimate the power
of the magazine that understands women . . .*

Ladies' Home JOURNAL A CURTIS PUBLICATION

No. 1 in circulation, newsstand sales and advertising revenue among all magazines edited for women

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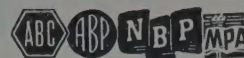
The story behind the fabulous growth of McCann-Erickson.

Color television today: who uses it? What does it cost? What is its future?

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Tide



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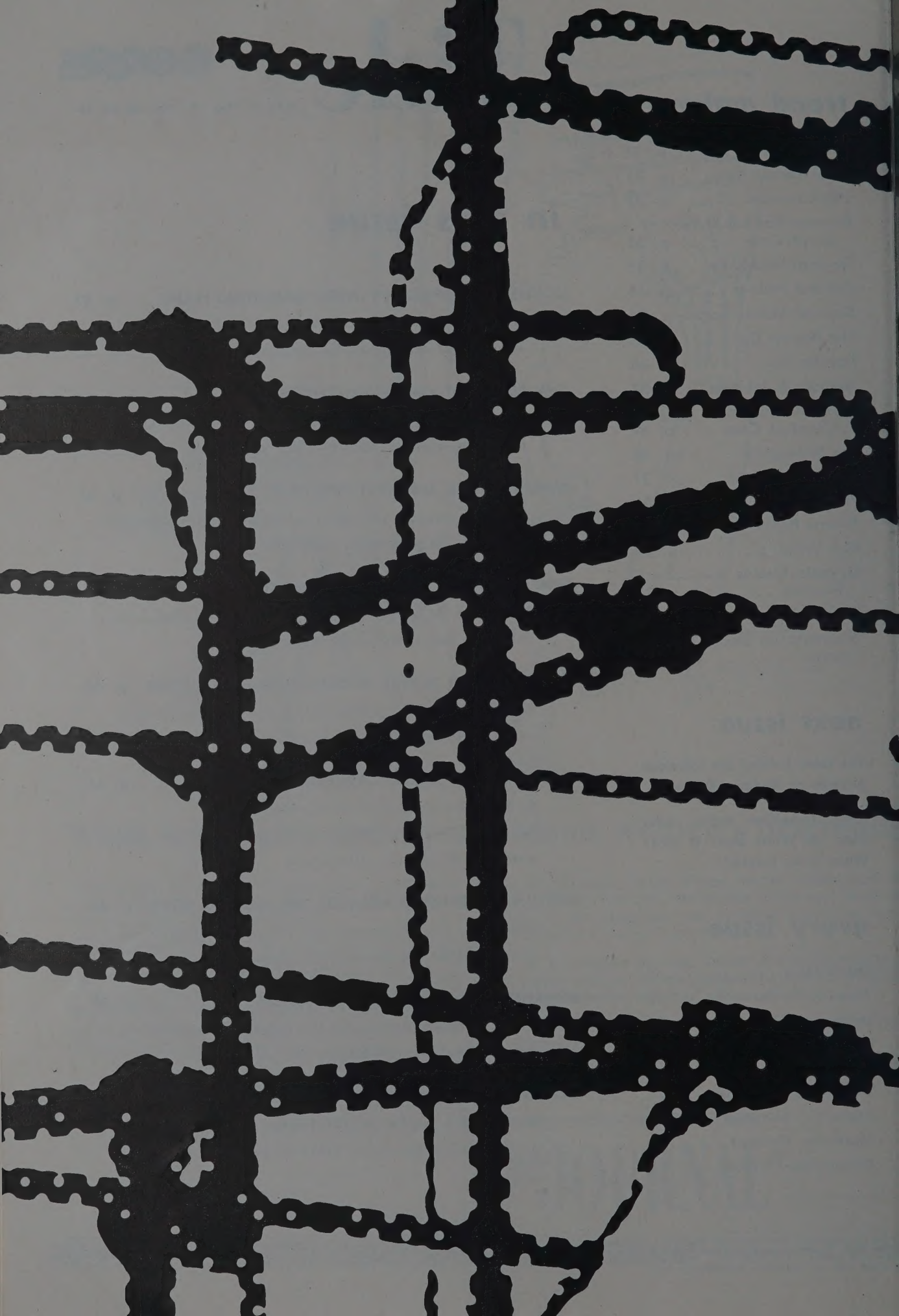
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After years of advertising, only 10% of homes contain electric ironers. Here's the problem and the planned cure.

NATIONAL AD VOLUME CLIMBS IN 1956'S FIRST QUARTER p. 33

The first three months of 1956 recorded 13% more ad revenue than 1955's like period, Tide's Ad Index reveals.



What's to be done about the 15% commission?

It appears that the question of advertising agency compensation is once again getting totally out of hand. There are rumors, veiled accusations, not-so-veiled accusations, open sessions, closed sessions, statements and, most of all, confusion.

The problem boils down, it seems to us, to the simple fact that advertisers (represented by the Assn. of National Advertisers) wish to open the question of agency compensation to full-scale examination and that advertising agencies (represented by the American Assn. of Advertising Agencies) do not. To a layman such a problem would not be considered a critical one, but to the advertising business, which has always regarded the question of the 15% commission as its hottest potato, the issue is so charged with emotion that it's doubtful how much straight thinking there is about it.

The difficulty arises, we suspect, in that the advertisers have been far from politic in the ways and means they have used in once more bringing up the question. Further, they use as an excuse for raising it the recent consent decree signed by the 4A's and the Justice Dept. The consent decree was certainly nothing to give the agency business a feeling of security and to have it used by advertisers as an excuse for raising the question of agency compensation has made them doubly sensitive.

To make matters worse much of the discussion on the subject among advertisers, among agencies and between groups of both, has been behind locked doors. The result, of course, is rampant speculation and misinformation both in the press and by word of mouth, which inevitably has led to a higher emotional state in the business than there is any need for.

The facts, as we see them, are these: first, the consent decree signed by the 4A's has no real bearing on how, or how much, an advertising agency is paid for its services; second, a strong group of advertisers in the ANA has wanted for some time to find a way to modify or put an end to the 15% media commission system in order to correct what they feel are some very real abuses; third, the great majority of advertising agencies are unalterably opposed to any general breakdown of the practice for what they feel are logical and practical reasons.

The real abuses, which some advertisers feel exist, lie chiefly in 1) television advertising, where agencies frequently are paid a 15% media commission for shows which they neither produce nor

direct and 2) the fact that they would like to deal directly with media.

The practical reasons which the agencies feel are good cause for defending the 15% media commission are 1) a genuine belief that no one has devised a more equitable system for compensating them for their work; 2) that their profits are already dangerously low and that any change in the system generally would inevitably mean still lower returns; and 3) that where real inequities do exist, private arrangements between individual advertisers and their agencies have straightened them out to the satisfaction of both.

Both points of view would appear to have considerable merit. The complication (other than the emotions involved) which prevents sensible compromise and ultimate solution, is perhaps in defining just what is an advertising agency. Is the agency an independent contractor, which is the traditional view and the one the 4A's defends? Or is it the agent of advertisers, as many ANA members contend?

If it indeed acts as an independent contractor, then the commission the media pays it can be of no concern to the advertiser. If, however, it is the agent of the advertiser, then the amount of money the advertiser pays it is of great concern.

The fact is that the advertising agency is unique; it has no exact parallel in business, and its status is a difficult question which will not be finally resolved for some time to come. The whole problem of agency compensation, however, is inexorably being reduced to that question, since there is undoubtedly no way to resolve it except in the courts or through legislation.

Advertising agencies occupy a special and confidential relationship with their clients as advertisers admit and agencies urge. Surely, they can work out between them the problem of equitable compensation without resorting either to the courts or the legislatures.

It would seem incumbent upon the 4A's and the ANA to put quick end to the whole disrupting affair. It seems reasonable to us that there should be a **joint** committee from the two associations to investigate, research, sift and analyze the facts. Such a committee could encourage open and judicious discussion and finally resolve the issue. The work of such a committee would be arduous and subject to great pressures, but we have no doubt either of its outcome or that it could avoid conflict with the Justice Dept.

Morgan Browne

GROW

Circulation gains, news and management w

THERE'S a bigger demand than ever today for the news. It happens fast, it develops fast. It has a direct and dramatic effect on everything we do or decide, say or sign. Alert and important people just *have* to keep well informed—to move themselves ahead, to keep their business and personal plans and decisions in pace with these changing times.

One magazine is most clearly meeting these news needs. Because it concentrates on the *essential* news, tells it simply and tells it straight, "U.S. NEWS & WORLD REPORT" has tripled its circulation over the past 10 years. It has gained more than a half million new readers—a far greater gain, both numerically and percentagewise, than that shown by any of the other weekly magazines in the field.

SAME HIGH QUALITY SAME VOLUNTARY METHODS

There are two characteristics about the growth of "U.S. NEWS & WORLD REPORT" which have special meaning for the advertisers. First, these new readers have signed up voluntarily—through mail direct to publisher, newsstand sales, catalogue agencies. They have found, by themselves, a product they need and like. Advertisers are agreed that

this kind of circulation is most likely to be productive of readership—and results.

Second, this circulation has consistently maintained its same high quality. Now, as five years ago, or ten years ago, three out of four "U.S. NEWS & WORLD REPORT" subscribers are managerial men in business, industry, government and the professions. These men have incomes which match their positions of responsibility—the average is \$14,462, highest of all news magazines. They, together with their families, account for a major segment of the big buying today, and that applies to *all* products, goods and services.

ADVERTISING GROWTH NATURALLY KEEPS PACE

These facts help account for the magazine's steady and consistent advertising growth. In 1955, for the second straight year, "U.S. NEWS & WORLD REPORT" led its field in advertising page gains. Over the period of the past five years, "U.S. NEWS & WORLD REPORT" led *all* magazines in total advertising page gains. Only five magazines, as a matter of fact, now carry more advertising pages.

An essential magazine

Essential to more and more readers

Essential to more and more advertisers



ADVERTISING FORECAST

MAY 17, 1956

Will This Be of Help to You?

Assume there is something on this page you want to keep or pass along to an associate. Tear out the whole page along the perforated edge. Easy, wasn't it?

It's an experiment with us, but one that our sister publication, Sales Management, has found eminently useful to its readers. It adds a lot to our production costs and we won't consider it worthwhile unless a substantial number of subscribers take the trouble to tell us they like it. A postcard will do.

Anheuser-Busch Readies Popular- Priced Beer:

Anheuser-Busch has evidently decided on a new popular-priced beer as a companion for its premium-priced Budweiser.

The new beer is called Busch Bavarian, being developed by A-B as "a completely separate personality and not a poor relation to Budweiser." It was successfully test-marketed in Kansas City (Mo.) and the state of Kansas last year, is now getting more rigid market testing in St. Louis (where new beers usually flop), Missouri and all of Illinois (excluding Chicago).

The introductory advertising (featuring cool mountain scenes and identifying Busch Bavarian with fresh, cool, outdoor living) will be "a multi-million-dollar campaign" including spot TV, radio, newspapers and outdoor.

A-B is launching popular-priced Busch Bavarian 1) because about 80% of the 85,000,000 barrels of beer consumed last year represented the popular-priced brands, and 2) because A-B appears to have given up on another A-B popular-priced brand, Busch Lager, which was introduced last spring "on a limited basis" in St. Louis and sections of Pennsylvania, Tennessee and Texas. Busch Lager has been withdrawn from St. Louis, will also be withdrawn wherever Busch Bavarian is introduced, will remain in other test market areas.

Busch Bavarian, which is lighter than Busch Lager (which, in turn, was lighter than Budweiser), will be expanded into new markets as brewing facilities become available, will have national distribution as "a long-range ultimate objective."

Why the South Is Boycotting Ford Products:

Ford Motor Co. is seriously concerned over a boycott of its cars in the south, but may not take any action unless it gets worse.

From all indications, the boycott was prompted by southern resentment over grants made by the Fund for the Republic for improvement of race relations, including a \$50,000 grant to the National Assn. for the Advancement of Colored People.

Ford dealers in the south have complained to the company about the drop in sales. The boycott even extended to some service stations which refused to sell gas to Ford owners.

Though Ford won't comment, the company appears to be caught in the middle. If it launches a PR and educational campaign to explain to southerners that neither it nor the Ford Foundation has any connection with, or control over, the Fund for the Republic, it will appear that Ford is repudiating the Fund's activities. And if it doesn't launch such a campaign, the boycott may cut deeper into sales.

Ford's only consolation, if it can be called that, is that it isn't alone. Both Philip Morris and Falstaff Brewing Corp. are encountering similar difficulties.

New Hope
For Packaged
Kitchens:

The Crosley and Bendix Home Appliance Division of Avco Mfg. Co. may have found the answer to the distribution barrier holding back the sale of packaged kitchens (Tide—Dec. 17, 1955).

Avco's two divisions are introducing a do-it-yourself kitchen kit, available through Crosley and Bendix dealers, featuring a Crosley kitchen template, gummed cut-outs of Crosley equipment and cabinets, dimensions of Bendix washers & dryers, and a 16-page guide of simple directions allowing home buyers to design their own kitchens and buy the appliances to fit.

Avco has already run one businesspaper ad on the do-it-yourself kit, is contemplating a national consumer ad campaign this fall. It expects the kit will 1) save consumers up to 50% on appliance installations; 2) bring in more customers who have wanted new kitchens but shied away because of expensive installation costs, and 3) take the burden of planning and installation off the backs of dealers.

General Electric tries to sell packaged kitchens by making plumbers out of its retailers. American-Standard tries by making retailers out of plumbers. Avco hopes to succeed by doing neither.

The success of Avco's move, clearly calculated to place the Crosley and Bendix Divisions in a better marketing position against other full-line appliance manufacturers, will depend on whether plumbing and electrical installation scares away more do-it-yourselfers than are attracted by the savings.

More Products
Coming in
Aerosol Cans:

You can look for still another flood of new products packaged in aerosol containers.

Many products suited for pressurized cans haven't used them because the propellant gases presented "toxicological hazards" or were incompatible with chemicals in the products.

Now Connecticut Chemical Research Corp., world's largest producer of pressurized packages, has perfected a process (called Polysol) which makes more gases available for use as propellants.

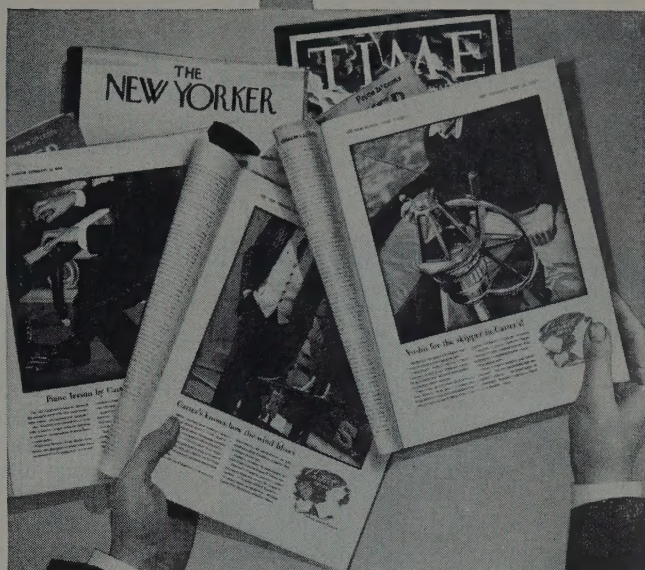
Among the new products which will probably be appearing shortly in aerosol cans are mouth and eye washes, baby lotions, toothpastes and body rubs, as well as a wide variety of food items.

BBDO Newsletter

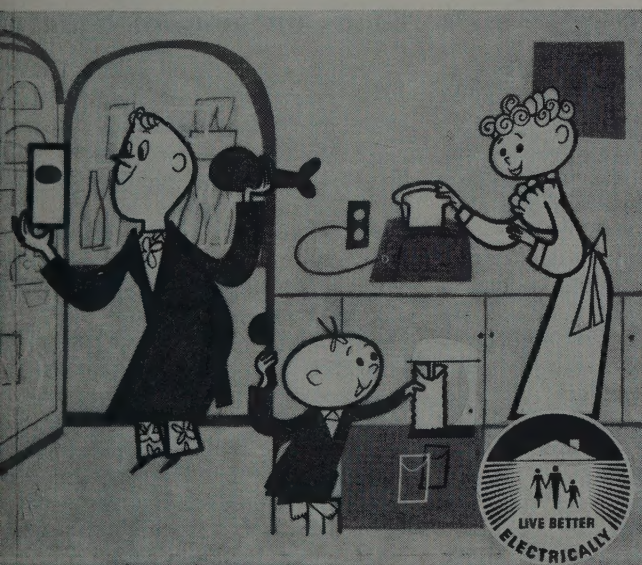
- 1 BRUSHES UP
- 2 "SHORT" STORY
- 3 ELECTRIFYING
- 4 FIBER FASHIONS



1 IN JUNE, this striking spread in *Life* will announce Tek's free-offer introduction of its new De Luxe tooth brush. The ad has already done an outstanding job, however, as part of an intensive selling program to the trade. Just six weeks after retailers and distributors were told of the offer, and the powerful promotion behind it, orders exceeded Tek's initial sales forecast by more than 400 per cent.



2 FASHION UNDER FASHION is the keynote of Carter's unique campaign—taking smartly designed men's underwear out of the Pullman washroom and into the spotlight of top masculine style. Ever since its beginning, 6 seasons ago, this Carter's advertising has paid off handsomely. In 1955, Carter's dollar sales of men's underwear increased 28.1%, 257 new accounts were opened. BBDO Boston.



3 INITIATED by General Electric, but bearing no sponsor identification, these animated TV spots are urging Americans everywhere to "Live Better . . . Electrically." Catchy words and music help dramatize the extra fun, convenience and leisure made possible by low-cost electricity. "Live Better" spots will be telecast on network shows, can also be sponsored locally by participating utility companies.



4 MERMAIDS and other equally attractive young ladies are now showing consumers the virtues of clothes made with Du Pont's modern-living fibers—nylon, "Orlon,"* and "Dacron."** Running the gamut of 1956 high fashion, chic models appear in dresses, stockings, blouses, skirts, lingerie, coats, suits, evening gowns, shirts and shorts. Schedule is the heaviest in Du Pont's advertising history.

*"Orlon" is Du Pont's registered trademark for its acrylic fiber.
**"Dacron" is Du Pont's registered trademark for its polyester fiber.

BATTEN, BARTON, DURSTINE & OSBORN, INC. Advertising

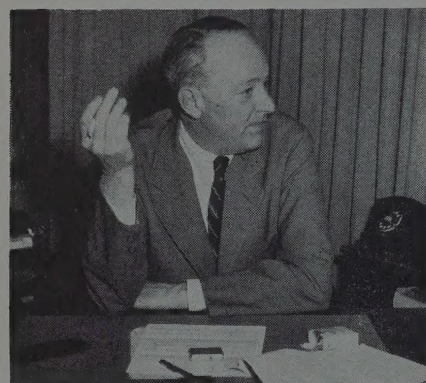
NEW YORK • ATLANTA • BOSTON • BUFFALO • CHICAGO • CLEVELAND • DALLAS • DETROIT • HOLLYWOOD • LOS ANGELES • MINNEAPOLIS • PITTSBURGH • SAN FRANCISCO • SEATTLE • TORONTO

New 4A's chairman sees no compensation change

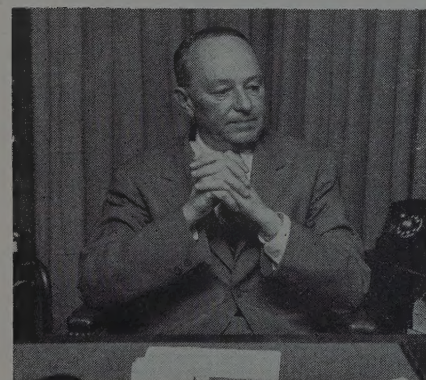
A few years back, Robert D. Holbrook spent his vacations making hunting expeditions for big game in the jungles of Kenya and Tanganyika. Today, to the board chairman of Compton Advertising and newly-elected chairman of the 4A's, those safaris must



Compton's Robert Holbrook: The compensation system we have . . .



. . . is one that's been carefully worked out; it's not stagnant . . .



. . . it's been constantly under change since its inception."

seem like gentle memories compared to the government's anti-trust suit, the consent decree and the furor over the agency compensation system.

But if anyone can lead the 4A's back to its usual calm, undisturbed method of operation, mild, modest 57-year-old Holbrook should be the man. Although he won't say much (on the advice of legal counsel and by 4A's policy) about the consent decree and its possible implications until the suit against PPA, ABP and APA is settled, it's Holbrook's firm belief that the traditional agency compensation system is here to stay.

The reason, infers the handsome, gray-haired executive, is that it's proven to be the best possible system. "The one we have," says Holbrook, "is one that's been carefully worked out. It's not stagnant, it's been constantly under change since its inception, adapting itself to any and all new advertising innovations."

Furthermore, an agency's independent services—not included in the regular 15 commission—will become increasingly important in soliciting an account. These independent services, maintains Holbrook, are an integral part of agency operation, and will always be a strong bartering tool for both the agency and the advertiser. Too, Holbrook feels the percentage of production costs paid by an advertiser will continue to be an advertiser-agency negotiation.

Sitting in his large, plush office at Compton, Holbrook is understandably reticent on being approached as a 4A's spokesman. However, as board chairman of Compton, he does have his own ideas on questions raised by the anti-trust consent decree.

Will advertisers want to open house agencies now that all media is open to them? Holbrook doesn't think so. He acknowledges that there is nothing to keep them from doing it, but also feels strongly that most intelligent advertisers will want to keep their advertising counsel as an integral, but independent, part of their organization.

And what about that big question: should an agency take 15% of a network packaged television show? Again as an agency head, Holbrook feels the whole debate is unwarranted. Says he: "I don't know about other agencies, but it's been Compton's experience that the agency has an awful lot to do with a TV show [creative talent, production help, etc.], even one that's been prepared by the network."

Holbrook, a native of Sioux City (Iowa), and an Andover and Yale graduate, was anxious to get into the agency business back in 1933, when he found

his opportunity with Compton. He joined the agency as an account executive, and from there it was a hop, skip & jump through the contact and administrative branch to the presidency in 1946. During his nine years as president, before he became board chairman early last year, agency billings doubled from \$20,000,000 in 1946 to more than \$40,000,000 in 1954. (Last year the agency billed about \$45,000,000.)

The gentle-mannered chairman started out selling life insurance, went from there to the old Paige-Detroit Motor Car Co., where he became wholesale sales manager for New England. In 1929, he joined the sales marketing organization of General Foods Corp., where he helped test market and launch Birds Eye Frosted Foods.

Holbrook, an avid fisherman as well as hunter (who especially enjoys skeet shooting), might easily be pegged the first exurbanite, for he moved to his present home in Lyme (Conn.) 22 years ago. His 16-year-old daughter, however, is a student at Manhattan's Spence School.

Active also in advertising civic work, Holbrook has served as Advertising Council director and advertising chairman for the Red Cross and Great New York Fund.

J. M. Mathes' new president heads an unusual agency

With its executive offices of bleached walnut paneling, thick carpets and view overlooking Madison Avenue, J. M. Mathes, Inc., looks pretty much like just another ad agency. Actually it's not, for three reasons:

First, Mathes' client turnover is relatively low (about half the agency's \$15,000,000 billing comes from clients who've been with Mathes 13 to 20 years). Second, Mathes executives believe (and have convinced clients) that an agency can only do a proper advertising job if it works with clients on policy-making level, a relationship most agencies want but few can get. And finally, in this Executive Suite era of agency dog fights, Mathes' top management works together harmoniously on what it likes to call a "corporate mind."

Just recent, that harmony got an acid test: J. M. Mathes, the founder of the 23-year-old agency and something of an agency legend, moved up to board chairman. When the board of directors met to name a new president, it might have been assumed that one of the older men would get the job. It went instead, to youthful (44), handsome, articulate W. T. (Ted) Okie, called

(Continued on page 18)

How to be the life of the Party in Prague

This is different from White Plains, believe me. And nothing is more different than the work. I'm still not sure how I operate. So far I haven't been able to see any Czech Government or party officials, and the indications are that I won't, but somehow or other there seems to be a story or two to write occasionally. So long as I have that, I'm content.

Prague is a beautiful city, physically. There's none more beautiful. It is full of wonderful vistas of old buildings, one more delightful than the next, and tiny, crooked streets along which people have walked for perhaps 1,000 years. When it's bathed in sunlight, or covered with snow, it takes your breath away.

Good training helps

We have settled down in the Hotel Alcron for the while. It's slightly run-down for want of repair and decorations, but it's not a bad hotel. We have a community room which is the office, dining room, children's playroom, the room where the elder of our two girls takes her piano lessons, where Lindsey, who is 3, runs his train, and where I work.

You should try writing a story during a piano lesson, with a toy train going, a waiter desperately trying to get someone to order lunch, and a gnome or two trying to clean up the room. But if you were brought up in a news agency, as I was, it's not difficult.

Actually, the three children are all at school, the two youngest in the American school at the Embassy and Kerry, the 8-year-old, in the French school. I went back to school myself for a couple of days, a Czech school, and stayed in class from 8 A. M. to 1 P. M. each day. It provided a couple of stories.

A matter of interpretation

I'm an object of great curiosity here, as the only American correspondent. I go to see a balloon exhibition and my picture appears next day in the papers. I'm gazing upward with my mouth open for some reason. The cut with the picture says: "Surprised. We don't know what The New York Times correspondent is thinking but we wonder what he will send to his paper."

Or I ask the spokesman to repeat a sentence from

his briefing on the Molotov speech at the Warsaw Pact conference (mainly because I hadn't quite caught my translator's translation) and the radio that night says The New York Times correspondent asked for the sentence to be repeated, and we wonder what he will make of this sentence in his story.

The Czechs have been very kind. When I got back from bringing in the family with the car (a vulgarly ice-blue and cream Plymouth '56 station wagon full of chrome that attracts great attention) they provided a motor escort for eight days and he went everywhere I went. I presume this was to help me out if I got lost trying to find my way around the city. At least I presumed it was until one night when I got lost, on the outskirts of the city, and the escort wouldn't stop when I tried to wave him down to ask directions.

Sydney Gruson has covered foreign assignments for most of the time since he joined The New York Times in 1944. He covered the Middle East. Then he covered Mexico. For a brief period before undertaking his present post in Prague he worked on the city staff in New York. His ability to dig out a story, with or without official approval, is typical of Times staff members all over the world. Working as a team, they produce each day a newspaper that is lively, informative, interesting, different from any other. They put more into The Times. Readers get more out of The Times. So do advertisers.



Gruson was the life of the party in Mexico, too.

The New York Times

"ALL THE NEWS THAT'S FIT TO PRINT"

Tide

THE MAGAZINE FOR ADVERTISING EXECUTIVES

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Circulation DirectorR. E. Smallwood



J. M. Mathes' W. J. (Ted) Okie:
"Today will seem like a picnic"

(Continued from page 16)

(affectionately) "the boy wonder" by his associates in the agency.

From all indications, Mathes' "corporate mind" wasn't disturbed a whit. In Okie, the agency has a warm, dynamic president noted for his easy manner, a man who bears down steadily in his job but never on agency employees.

Okie, whose first job was with Mathes (after running a collegiate agency at Dartmouth), worked up through every department, feels he got his most valuable training as an assistant account executive where he got the feel of "all the things an agency is obliged to do" as well as a diversification of experience. He was thoroughly schooled in Mathes' "team method" of servicing accounts, later served as account executive for Canada Dry, was made vice-president in 1944, a director in 1945. Okie's father, the late William Okie, was a former senior partner at Mathes.

In his 23 years with Mathes, Okie has seen three major developments affect the agency business: 1) growing recognition by agencies that they can afford not to do a high level creative job; 2) growing recognition by agencies that they must become involved with every phase of a client's marketing program; and 3) the growth of television which—valuable as it is—has not supplanted the use and effectiveness of other basic media.

Okie, who enjoys an evening or weekend sailing his 40-ft. yawl, Lands End

with his wife and three children, is surprisingly active in civic affairs despite a busy schedule, manages to squeeze in time for Junior Achievement affairs and regular meetings of the Meriden (Conn.) Board of Education, of which he's a member and former president.

Okie's plans for the future of Mathes are officially active operating head of the agency) involves no major changes; he'll concentrate on continuing the agency's steady, stable growth with emphasis on personnel development (for a medium-size agency, Mathes has a rather extensive executive training program). As for the future of the whole agency business, Okie is undisturbed by the anti-trust suit, the consent decrees of the agency compensation system dispute. He prefers, instead, to look further ahead to what he thinks is a bright, not more vigorously competitive, future. Says Okie: "Today is almost a picnic compared to what the competitive picture will be in 10 to 15 years."

Ideal Toy aims its ad budget at two markets

Ideal Toy Corp., second (to Louis Marx & Co.) among toy manufacturers, hit the \$20,000,000 sales mark last year and expects to better it by 10% in 1956. Ideal's ad budget, which is based on approximately 3% of sales, will go up accordingly this year from \$600,000 to more than \$600,000, most of it in network TV, consumer magazines and newspapers. Just recently, Ideal turned the administration of that budget—and a major marketing problem that goes with it—over to Melvin Helitzer, formerly Ideal publicity manager and now advertising & public relations director.



Ideal Toy Corporation's Mel Helitzer: Two markets with one message

Helitzer's problem is common among companies manufacturing products sold to someone other than the final user. Some three-quarters of all toys sold are bought by women, either alone or with their husbands. Helitzer's problem is to reach two markets with one message—the mothers who buy the toys, and the children who use them. He plans to solve it, if he can, by using TV ("the perfect medium for toy advertising") to sell the kiddies, and women's service magazines to sell their mothers. To tie them together, Ideal's advertising will put more emphasis on the brand name.

Helitzer, a 32-year-old ex-newspaperman and former PR director of the Toy Guidance Council, is also involved in Ideal's current 10-year expansion plan, a program Ideal hopes will move it ahead of Marx. Included in the plans: a change in distribution, to eliminate direct-to-retailer selling and to establish exclusive Ideal distributors; expanded product lines; and a new division, to handle Ideal's increased interest in hobby products.

Executive ladder

- Joseph W. Rintelen, advertising manager of Coca-Cola Export Corp., has been elected vice-president.
- Harold J. McCormick, former TV ad & sales promotion manager of General Electric, is now ad & sales promotion director of Motorola.
- Robert M. Nash, assistant ad director of Glenmore Distrillers Co., has been promoted to ad manager.
- Charles McKinney, former ad executive of Magnecord, Inc., is the newly-appointed ad manager of Zenith Radio Corp.
- Jack Doran, former Simoniz ad & sales promotion director, is now marketing director of Helene Curtis Industries' Toiletries Division.
- Edwin Cox, creative head and senior vice-president of Kenyon & Eckhardt, becomes vice-chairman of the board.
- James C. Worthy, PR director of Sears, Roebuck, elected PR vice-president.
- Dr. E. L. Deckinger, former Biow Co. research and media head, to Grey Advertising as vice-president of the agency's media department.
- Wallace M. Hughes, vice-president & assistant general manager of Hearst Advertising Service, is the Milwaukee Sentinel's new publisher.
- Hunter Hendee, account supervisor of Maxon, Inc., has been elected to the board of directors.
- Paul Wickman, well-known PR executive, elected executive director of Public Relations Society of America.

WHTN-TV

CHANNEL 13

IT'S A SELLER'S MARKET, but we can give you the BIGGEST BUY yet!

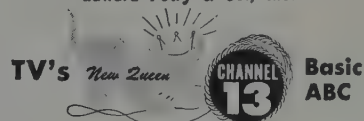
TIME: Now, while we're still new . . . with rates set to offer low cost per impression . . . choice availabilities are still open.

PLACE: Huntington — Ashland — Charleston and Portsmouth Markets. The rich, prosperous, tri-state area of more than 1,250,000 population conservatively measured from mail responses.

SCENE: WHTN-TV with the largest transmitting antenna in the world . . . 316,000 watts of power for maximum effective coverage . . . a built-in audience of more than 200,000 sets . . . popular basic ABC network programs, outstanding local live shows and top-notch films.

ACTION: Get on our "bandwagon" and g-r-o-w with us! After only one month of maximum power, Channel 13 showed 36.8% audience increase over the first audience report.

CALL US: Huntington, West Virginia, Jackson 5-7661, or our representatives: Edward Petry & Co., Inc.



The readership

loyalty of

1,152,497

Elks

an

extra

sales

dimension

Every Elk is vitally interested in the Order. Every Elk owns a piece of The Elks Magazine. The result is loyalty you'll not find in most magazines . . . a stabilized audience unmatched by newsstand-sold publications. Moreover, the 1,152,497 Elks (Dec. 31, 1955 ABC) possess incomes far above the national average.

THE **Elks** MAGAZINE

New York Chicago
Detroit Los Angeles

How to separate the buyers from the browsers

A man or woman shopping alone may be just shopping around. But when husband and wife come into a store together, the odds go up that they really mean business.

That's the way buying is today. The family decides. So retailers are trying to get the *whole* family into the store, and advertisers are trying to get the *whole* family into the act.

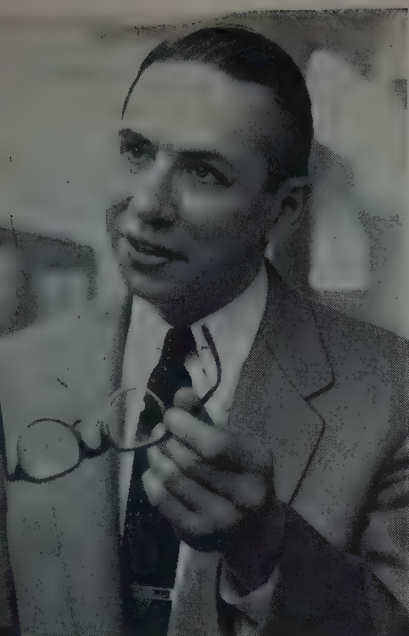
This is the strength of The Saturday Evening Post. It gets to an equal number of husbands and wives. (And to most of their kids, too.) And it gets their undivided attention—not browsing about it. They spend hours—not minutes—with an issue and they see the ads several times before they're through. The Post gets to the heart of America.

P. S. The Post's advertising revenue is up 17.6% for the first quarter of 1956!

NEWSSTAND SALES
LATEST ABC FIGURES

	0	500,000	1,000,000	1,500,000
THE SATURDAY EVENING POST				
LIFE				
LOOK				
COLLIER'S				

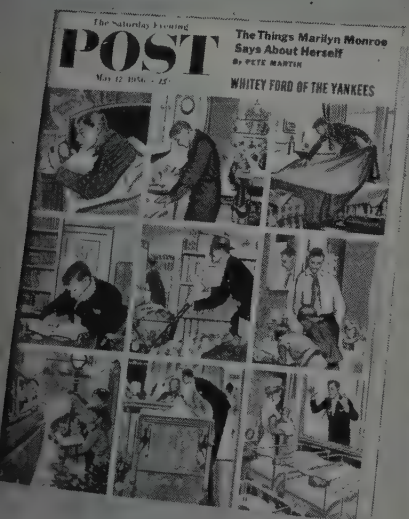
America reads the Post



Which pitching ace spends more time in the doghouse than in the bullpen?"

HANK HELM, Vice President, Fuller & Smith & Ross, Inc., New York, previews "The Yankees' Southpaw Wizard" from this week's *Saturday Evening Post*.

"Considering that Whitey Ford has the best pitching record in the majors today, you'd think he'd be the Yankees' fair-haired boy. Actually, he spends most of his time in Stengel's doghouse! In this article Whitey claims the whole hassle is one big misunderstanding. My reaction is: Let him give the front office a headache... look what he gives to opposing batters!"



In all, 9 articles, 4 short stories, 2 serials and many special features in the May 12 issue of *The Saturday Evening Post*.

WASHINGTON FORECAST

INSTALMENT BUYING IS CLIMBING OUT OF THE LOW-INCOME brackets, and settling in the \$3,000 to \$7,000 group. William J. Cheyney, executive vice-president of the National Foundation for Consumer Credit in Washington (D.C.), says this represents a safety factor in today's time buying. Some 63% of instalment buyers are expected to be paid up in full within a year—70% within 13 months. "Hardship cases due to over-extension and unintelligent use of credit by consumers represents a smaller percentage of total instalment credit written than at any time in the past."

PAY TV MAY GET A FASTER DECISION THAN WAS EXPECTED.

Recent Senate hearings by Commerce Committee broadcast probers gave pay TV its strongest opening, thanks to FCC's failure to help UHF, and renewed hue and cry against net monopoly as summed up in Senator Bricker's (Rep., Ohio) report. Pay TVers feel their chance is now or never. The committee also went heavily into the type and extent of regulation for Pay TV, if it ever gets a trial.

TV PROGRAMING WILL BE TAILORED TO THE LATEST BLUE-

print on the typical American family. The Census Bureau reports the average family consists of a married couple with two children and comprises 61% of the nation's 42,000,000 families. Of this group, two-thirds have children under 18, and the rest have an additional offspring or adult 18 or over living with them. Married couples without children comprise 26% of the family total.

THE STUDEBAKER-PACKARD CORP. FIGHT FOR SURVIVAL WILL

get increasing government attention. Rep. Wright Patman (Dem., Tex.) blames S-P's plight on Federal Reserve's credit tightening. He points out that when firms like Studebaker-Packard are "turned down by the bankers for needed capital, there is no way out but by further mergers." The Senate Small Business committee is also worried, and calls 1956 a "crucial year" for smaller auto makers, with first quarter industry output showing a drop of 18%. Packard production alone dipped 64% from 1955's first quarter.

THE NATION'S AD AGENCIES MAY GIVE MORE THOUGHT TO

their location. The Commerce Department's recently released 1954 survey of the country's 5,077 ad agencies rated locations by the five leaders in billing in this order, in its preliminary report: New York, Illinois, Michigan, California and Pennsylvania. Illinois and Michigan had fewer agencies than California, but both pulled more billing than the western state.

MILK VENDING MACHINES ARE PLAYING A LARGER PART IN

expanding fluid milk consumption. The National Planning Association's recent study of the "Dairy Dilemma," under Dr. Ernest Feder, of the University of Nebraska, says selling techniques such as vending machines "should be encouraged and increased" by industry and government. NPA Agricultural Committee member Frank App says vending machines "which have met with unexpected success when properly placed and operated" are a good example of better availability of milk through better methods of distribution.

DRESS RETAILERS WILL PUT UP A STIFFER FIGHT AGAINST

discounters. The Senate Small Business Committee reports New York area dress retailers are organizing to fight back against discounters' practice of offering high-style branded merchandise at 20% mark-ups, versus the usual retail mark-up of 40%. The new Women's Apparel and Accessories Retailers' group is asking co-operation by the manufacturers to set up a clearing house for closeouts.

NEW HOMES PRE-EQUIPPED WITH HOUSEHOLD GADGETS WILL

find less favor with potential home owners. The Women's Congress on Housing in Washington (D.C.) sponsored by Housing & Home Finance Agency, points up the need for "more space and fewer gadgets." Women want only essential appliances included in new homes, and prefer to buy gadgets later.

How would you like to meet a “conclave of customers”

The English language is prodigal in the number of collective nouns it has for groups of animals. Fraternizing geese, for example, make up a “gaggle,” not a “convention.”

It is correct to speak of a “gang of elk,” a “company of widgeon” or a “duple of turtledoves.”

Now, to describe SPORTS ILLUSTRATED subscribers properly requires some linguistic dexterity, too. Because, as Alfred Politz has just proved in a national survey, they turn out to be absolutely unique as a consumer market. Herewith we submit both words and facts—for creative advertisers.

EXAMPLE 1 . . .

Where Webster would say
a **muster** of peacocks . . .

Politz might say
a **plaster** of party-givers



A good 60% of SI subscribing families entertain people in their homes three or more times during a month . . . and they have handsome homes to entertain in, too. 72.2% own their own home, and the median home value (as against a value for the U.S. as a whole of \$10,000) is \$19,800.

They like to go to parties also; 90.2% were entertained by friends in the same period. Looks like (and is) a fine market for food, drink and appliance advertisers.



Agencyman Walter Craig: he drew this picture to illustrate his hopes for Republicans

Admen behind the next president

BETWEEN them during 1952's presidential election, Republicans and Democrats spent \$6,000,000 for radio & television time. The Republicans spent some \$3,500,000—about \$2,100,000 of that for network time. Of the Democrats' expenditure of \$2,500,000, probably \$1,500,000 went for network time.

What did they get for their money? Dwight D. Eisenhower, who usually broadcast in place of a top-rated show, reached an average television audience of 4,120,000, an average radio audience of 1,868,000. Adlai E. Stevenson, who usually spoke from 10:30 to 11 p.m.,

averaged a television audience of 3,620,000, a radio audience of 1,514,000.

It's now clear, if anyone had any doubt, that this year's presidential candidates will use television all the way.

And that means Madison Ave. all the way, too, both for time buying and copy strategy. Unlike 1952, when four big agencies campaigned for the candidates (BBDO, Kudner and Ted Bates for the Republicans; the Joseph Katz Agency for the Democrats), only two this year will serve the National Committee: BBDO once again for the Republicans; Norman, Craig & Kummel

for the Democrats (chosen after several agencies refused the account, several solicited it, including Biow).

➤ **Both agencies have one dominating job (besides electing their man): to buy television both strategically and economically.**

Ebullient, witty Walter Craig, 55-year-old vice-president of Norman, Craig & Kummel and head man on the Democratic account, admits that he's stymied at the moment for lack of money and candidate. "They [BBDO] know their man and they've got a bank account." (Democratic National Com-



Norman, Craig & Kummel's Herzog and Schuebel: buy time where the 1952 vote was close

mittee chairman Paul Butler recently stated that the Republicans out-bankrolled the Democrats, who apparently have a meager \$150,000 in their kitty, by 50 to one.)

But Craig, with all the optimism of the actor he once was (Broadway, Keith and Orpheum circuits), believes a war chest will be ready to roll when

*The Democrats recently attempted to raise cash through a four-week campaign of 20-second TV spots in Des Moines. Craig describes the effort as "less than moderately successful." The TV spot solicitation idea is said to have arisen after collapse of Washington Post & Times-Herald publisher Philip Graham's plan to get the bi-partisan Advertising Council to ask people to contribute small amounts to their party.

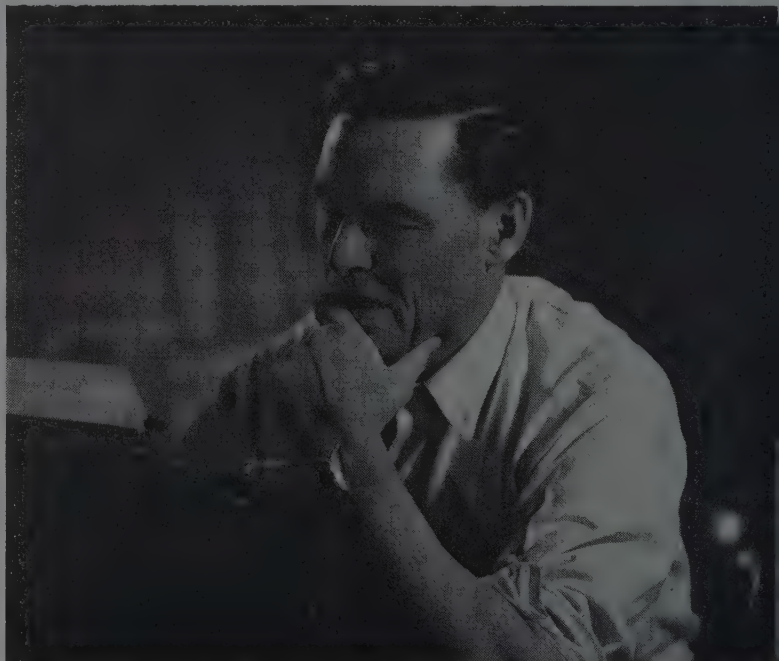
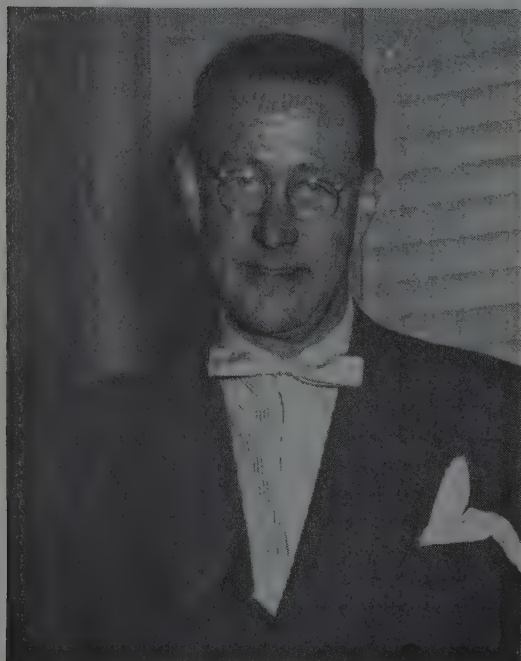
the time comes.* "In fact, we have a master plan all ready to roll when our man is nominated." The Democratic convention, which starts in Chicago on Monday, March 13, precedes the Republican for the first time since 1888. The Republican convention opens a week later in San Francisco.

➤ Key to Craig's strategy, as it was key to Kate's in 1952; half-hour radio-TV simulcasts. Craig's big switch will be heavy emphasis on five-minute network spots (to save money, to keep

campaigning flexible). The half-hour (their timing is top secret) probably will be live, the five-minute spots on film. Newspapers will be used to promote the half-hour broadcasts.

Craig counts on his agency's creative flair as much as anything else to beat the Republicans. He himself is steeper in broadcasting experience.

"All the top people on this account," says Craig, "are dedicated Democrats—or I wouldn't have them" (they also may be dedicated for another reason). BBDO is the agency that recently re-



Democrat's ad strategists Dexter and O'Meara: they're writing copy for candidate "X"

oved Revlon from NC&K's account (t).

Craig's campaign team stacks up its way:

Chester ("Chet") Herzog, 34, is the Democrats' account executive under Craig. Previously account man on Blatz beer (no longer with the agency), Herzog, a Biow graduate (P&G's Lilt), says, "I'd rather work on this account than General Motors." Already almost regular Washington commuter (Craig also has a man at Democratic headquarters), Herzog has plotted the Congressional districts that went Republican or Democratic by 5% or under in the last Presidential election.

Copywriter Ed Dexter is free-lancing on the Democrats' account. Dexter is an old hand at political campaigning, has worked on state and national campaigns since 1936. After a 13-year stint at Young & Rubicam as a copywriter, he joined Benton & Bowles in 1941 as a copy group head, later worked at Compton Advertising, Lennen & Mitchell. Working alone right now, he'll have 10 more copywriters on the job by convention time.

Creative consultant is Walter Andrew O'Meara, 59. A lifelong Democrat O'Meara worked on adman Bill Benton's two Senatorial campaigns in Connecticut, he was a vice-president and chairman of Benton & Bowles' plans board from 1932 to 1940, creative director of J. Walter Thompson until 1946, has been a special consultant on all problems since then. O'Meara is already at work on political copy. "We can work on the themes of hidden recession, big business in politics, the arm issue, the foreign policy issue. The big problem is actually how to localize TV" (i.e., feature local issues while telling the national story).

Time-buyer is Reggie Schuebel, who gave up her own time-buying agency to join Norman, Craig & Kimmel as a vice-president and a member of the plans board. Formerly of Biow (the "ulova time signal was her idea), Miss Schuebel keys her purchases of spot TV and radio for the Democrats to the "ouch & go" districts. Buying both spot and network in advance, she feels, means less money lost on pre-empted spots and that much more with which to buy more time (pre-emption costs sent the election's TV bill up 5%). In fact, she is author of a plan whereby CBS-TV (and now the other networks) have reduced charges to political parties for pre-emption of five-minute segments of evening programs (from 75% of the hour rate to one-sixth of the half-hour rate; the original sponsor charged five-sixths for 25 minutes

with all three commercials fitted into 25 minutes). This will mean an estimated saving of nearly \$20,000 per five-minute political announcement for any party.

Probably of necessity, BBDO's strategy for the Republican National Committee all but reverses 1952's. In 1952, the idea was to sell Eisenhower's sincerity and popular appeal with personal appearances in almost every nook and cranny of the U.S. (Ike's name and reputation erased the need for extensive radio and TV appearances).

➤ **This year's Republican strategy eliminates whistle-stopping, bets on featuring Ike in six or so major net TV appearances, each originating in a different part of the country.** The rest of the GOP's electronic electioneering undoubtedly will fall to other party stalwarts like Vice-President Richard M. Nixon (assuming he's Ike's running mate). BBDO won't tell whether the half-hours will pre-empt the top-rated shows (as in 1952), nor will it say, incidentally, whether 1952's now famous "saturation" one-minute spot campaign for Ike will be repeated. Added up, the GOP, through BBDO, plans to buy at least 15 half-hour network simulcasts. It will supplement these with 35 or more five-minute announcements, mostly network simulcasts. BBDO plans to air an hour-long show over two or three networks just before election.

Meantime, the networks hope BBDO and Norman, Craig & Kimmel hew to no more than two pre-emptions per TV show (NBC is working on a sponsor contract clause whereby advertisers agree to the possibility of giving up to two shows in the 10-week period



BBDO's Carroll Newton: the account is the same, the strategy isn't

before Election Day, without collecting pre-emption costs).

➤ **Probably no one is more aware of the technical problems of TV campaigning than the GOP's account supervisor, 44-year-old Carroll Newton, vice-president, director and plans board member of BBDO.** Drawing on his 20-odd years with the agency, plus his experience as the Republican's radio-TV account man in 1952, Newton is fond of stressing that he is an advertising man, not a politician.

This election, Newton, an ex-World War II infantry captain, probably will handle the "technical side" of an estimated \$2,000,000 radio-TV budget for the GOP. A veteran account supervisor (U.S. Steel, Ethyl Corp., American Standard), Newton, who commutes each day from Chappaqua, will surround himself with experienced TV talent.

Handling the job of clearing network TV and radio time will be Frank Silvernail, BBDO's station relations manager. Previously of Young & Rubicam, he joined BBDO in 1943 and is well known in the broadcasting business.

Other key members of the GOP's agency team (BBDO copy chief Alan M. Ward has yet to assign copy writers to the account): 34-year-old Al Cantwell, New York manager of live radio & TV production, and Bernard Haber, New York manager of film production.

BBDO's Don Rowe, supervisor of Hollywood TV production, forms the third member of the GOP TV team. ■

Try an experiment on this page

Try a simple experiment. Assume that you consider this page to have some lasting interest. You might want to file it or pass it along to an associate. Tear it out along the perforated edge. . . . Easy, wasn't it? If you don't realize how easy and satisfactory it was, try tearing out pages from a magazine without perforated edges.

It's an experiment with us, too, but one that our sister publication, Sales Management, has found eminently useful to its readers. It adds substantially to our production costs and we shall consider it worthwhile only if a substantial number of subscribers will take the trouble to tell us they like it. A postcard will do.

The Editors.

Public relations and politics

IF anyone really wants to know the part professional public relations practitioners are playing in American politics, he has only to read *Professional Public Relations and Political Power*,* a new book by Stanley Kelley, Jr., who, among other things, is a fellow of the Brookings Institution. Kelley has written a deft, well-researched and sometimes disturbing book, which concludes that the best way to win a political campaign is to hire the best public relations man.

His theme isn't actually that simple, but it's frighteningly close. He begins with a cool summary of some of the trends and events that shape current public relations practices and political propaganda, including an outline of how major companies came to enter the public relations field (usually as a way of influencing public opinion so that politicians would be swayed **before** legislation affecting the companies was voted on).

The only essential difference Kelley sees between a commercial public relations campaign and political PR is one of degree. He quotes Clem Whitaker of the California husband & wife public relations firm of Whitaker & Baxter, which has had great success with political campaigns for Earl Warren, Roger Lapham and any number of important companies: "If you launch a campaign for a new car, your client doesn't expect you to lead the field necessarily in the first year, or even the tenth year. If you're in third, fourth, or fifth place, that's good enough; you're still one of the big five. But in politics they don't pay off for place or show. You have to win, if you want to stay in business."

Kelley describes in some detail how Whitaker & Baxter run their campaigns and their philosophy for winning, which boils down to ignoring political bosses, scorning lobbying as such, and going directly to the public through mass media with the "issues" as they want the public to see them.

None of the public relations studies Mr. Kelley presents, however, is as detailed or as thoughtful as his analysis of the 1952 presidential campaign. Much of it has been recorded before, but some of it is fresh material and all of it makes a cohesive package of the part public relations played in the campaign. He described the people involved in the "sale" of Eisenhower, the techniques they used, and the thinking and planning behind them. The result is a little cold-blooded when the stakes at issue are considered, but there is no argument about their success. "Eisenhower received the largest number of votes ever received by a candidate for president."

"The campaign," says Kelley, "that had ended with this result had also revealed some interesting differences in the position occupied by professional publicists in the councils of the opposing parties. The strategy, treatment of issues, use of media, budgeting, and pacing of the Eisenhower campaign showed the pervasive influence of

professional propagandists. The Democrats used few professionals, were less apt to draw upon commercial and industrial public relations experience in their thinking and their publicity men apparently had less of a voice in the policy decisions of the campaign."

Kelley also believes, however, that the Democrats have learned their lesson, that public relations and advertising men will have decisive voices in both parties during the coming presidential campaign. This is not necessarily bad by any means; on the contrary, Kelley believes that it is the natural result of the growth of mass communications, bound up with public relations' role as an instrument of social control. "The economic problems the information media have brought them gradually a dependence on the public relations man, which has in turn greatly increased his value to the politician and the interest group."

Similarly, Kelley believes that the rise of the public relations man in political circles is accompanied by a decline in the importance of party organization. He thinks it is not unreasonable to expect that as the power of the boss declines, business and other interest groups will "seek new ways to control the actions of government." The politician cannot be expected to ignore what has worked so well for business in moving merchandise and influencing regulations.

The knowledge of how to use mass media which the public relations and the advertising man possess, automatically puts great stress on the individual practitioner. Some of these experts, says Kelley, retreat into cynicism and professions of amorality, and others reject the notion that any given situation has anything to do with their personal ethics. Still others try to keep their business predominantly commercial and work in political situations only as volunteers.

Kelley wisely does not attempt to generalize on the ethics of the public relations profession. There is a clue, however, to his personal feelings at the very end of his careful study. It's contained in a quote from an unidentified public relations man: "The people are not interested in politics. They are too busy earning a living. They think you can get a political education on the fly from headlines."

"But someone will find a new way of campaigning, some kind of new strategy. I think people are already tired of the baloney we feed them about our candidates being great men. There are few men of any stature in public office. . . . Fifty per cent of what we say in a campaign is baloney. But sometime someone will bring up real issues and there will be a new type of campaign."

That's a cynical statement, but a hopeful note. No doubt when that type of campaign appears, a public relations man will have thought of it.

*Johns Hopkins Press, \$4.50.



Among today's new appliance developments are Norge's vertical broiler which halves broiling time. Westinghouse's "appliance center" provides adequate current for simultaneous use of five different appliances.

New appliances mean more ads

- Parts of the appliance business are suffering sales slumps.
- However, many moves are afoot to beat hot competition.
- One is more advertising—plus a change in media strategy.
- Another is a raft of new products—many just going to market.

AFTER Philco Corp. sales dipped 4% this year's first quarter, board chairman William Balderson said what other executives in his industry are unhappily thinking: "Competition in the television and appliance . . . industries is more intense than at any previous time in recent years."

► So far, the business is battling the oppressively keen competition in three ways. Giant of the industry, General Electric, recently cut prices 5-30% on all GE small appliances, ranging from toasters and irons to blankets and vacuum cleaners (Tide—February 11). So far, no other company has followed suit, and GE will say only that sales are up in "a number of markets."

Second, the industry is dipping deep into its research departments for new product developments—hopefully ones that will make existing products obsolete.

Finally, the industry has increased advertising expenditures pretty steadily. Last year's national advertising totaled over \$44,000,000 for major appliances, up from 1951's \$29,500,000.

The radio-TV set makers last year also spent more than they ever had before (\$23,380,000). For this year's first quarter, the set makers' expenditures are down somewhat, but the major appliance business paid \$9,476,410 for ads, up about \$100,000 over 1955's first quarter. (Interestingly, major appliance makers put \$1,000,000 more into magazines and newspaper supplements this year's first quarter, almost \$1,000,000 less into network TV).

► The industry's new products that ads will feature from now on may not be revolutionary in terms of what they accomplish for consumers—a transistor radio, for example, is still a radio. But many do involve revolutionary operating methods that the public doubtlessly will need to be told about and sold on—for instance, electronic cooking. Thus, the industry's total ad expenditures for this year may set another record.

For the radio-television industry, the tiny transistor, which does exactly what a tube does, promises plenty. The transistor pocket radio's diminutive size and

economy of operation (e.g., longer battery life, no tubes to replace) appeal to many consumers, and price is now down to \$28 (for an Emerson model) or just about what one transistor cost a few years ago. Currently, at least nine major manufacturers and several smaller firms market transistor pocket radios. CBS-Columbia, RCA and Raytheon have table models as well.

Admiral goes a step further with transistors, has what it calls "the world's first tubeless sun powered radio," a device that converts solar and infra-red rays into electrical energy (reportedly, it works on cloudy days, too). Retail price, however is pretty high: \$244.95, plus \$35 for a leather case.

Further, General Motors' Delco Radio division has a new automotive radio in which transistors replace about half the standard number of vacuum tubes. The radio is supposed to have more power, less distortion, wider tonal range, greater reliability, and lower current drain than conventional all-tube car radios.

While transistors are now used also in hearing aids, telephone and military equipment, their use within the next few years, should spread to some TV sets, high fidelity phonographs, automatic dimmers for car headlights, traffic light control.

General Electric probably has come up with the most fascinating function for transistors: a cordless electric clock—the device runs on electric impulses

from the air. Initial price is \$175, but should come down with more production.

➤ On the television front, portable sets promise to catch on in a big way. RCA, for example, recently introduced an 8½" screen portable set which it expects to get into national distribution soon. The set weighs 22 lbs., costs \$125.

Philco has started manufacture of a 14 and 17-inch portable, but has yet to announce a price.

Admiral, which has a 10½" portable set (from \$89.95) expects "the entire industry to sell 1,250,000 lightweight portable sets in 1956. . . . approximately 4,500,000 in 1957."

The simple addition of an electric clock, which helped the radio industry out of one sales slump, may help the black & white television industry, currently also in a slump. Several companies (GE, Motorola, Philco, RCA) recently marketed TV sets with clocks attached, mainly as a novelty. The imminence of black & white magnetic tape, however, may cause the industry to re-evaluate that possibility. An electric timer that will automatically record a television program for subsequent replay would appear to be a natural future feature.

➤ Another possibility — much further away—is a flat television picture tube. Kaiser Aluminum & Chemical Corp. claims it has a 21-inch screen flat cathode ray tube (known as the Willys tube) in working order in its laboratory. The tube reportedly is being further developed at the Imperial College of

Science & Technology (London).

Other companies at work on flat tubes: General Electric and Sylvania, the latter at work on such a development for two years.

➤ Probably the key new product concept in major appliances is "rapid cooking." As General Motors' vice-president and Frigidaire general manager Mason Roberts puts it: "25,000,000 American homemakers are wasting time, energy and often their own good humor working in outdated and inadequate kitchens. There are that many homes in this country more than 30 years old, most of them with 1920-model kitchens."

One answer is Norge's new electric oven that features a vertical broiler—it broils food on both sides simultaneously, cutting broiling time in half. But even vertical broiling is old fashioned compared with electronic cooking. Says Tappan Stove president Alan P. Tappan of that firm's new electronic equipment: "A new timetable in cooking has been opened. A two-inch steak can be broiled in three minutes, an egg cooked in 20 seconds and a potato baked in five minutes."*

Besides speed, electronic cooking reportedly means a cooler kitchen, more convenience, safety, improved flavor. Tappan, in production with an electronic range & oven since November, says it has sold 500 units so far, with

*Energy for electronic or microwave cooking comes from ultra high frequency radio waves generated by powerful tube called a magnetron (heart of all radar systems). This energy passes rapidly back and forth through the food causing a molecular action that produces heat.

biggest demand in California. Price: \$1,195.

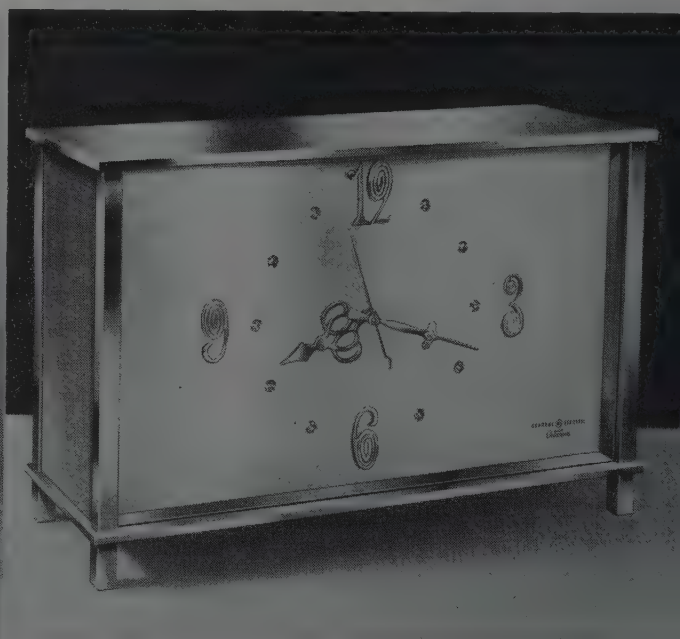
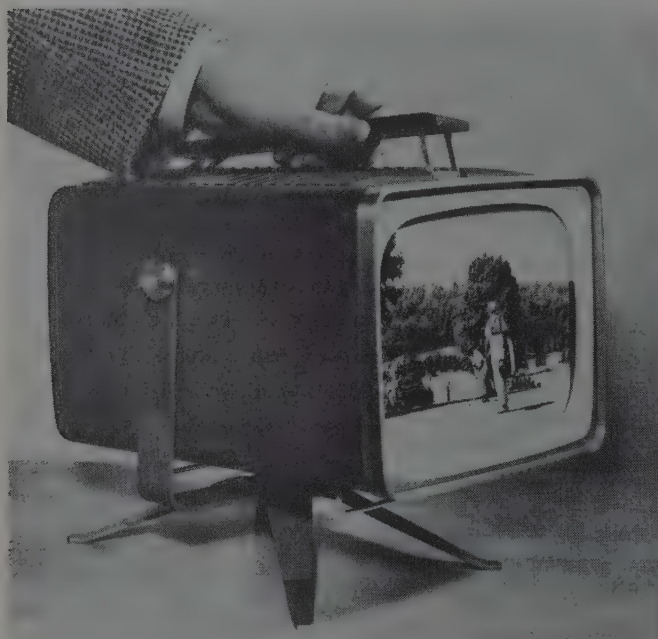
➤ GE and GE's Hotpoint division also makes electronic ranges & ovens, are as optimistic about their future as Tappan: "Electronic cooking," comments one GE executive, "is probably the greatest single advance in food preparation that will take place in the 20th century."

Second big development for major appliances is, of course, the built-in appliance. Westinghouse, for instance, offers built-in washer & dryer, refrigerator & freezer and cooking equipment —available in many different colors.

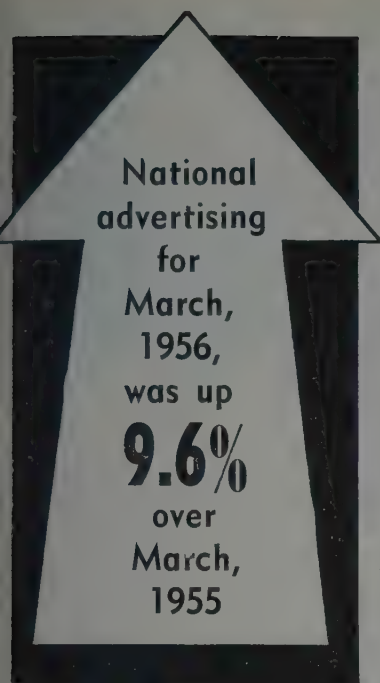
The company has a couple of interesting new small appliances, such as toasters that come in four pastel colors. Its unique development is its "appliance center," a unit that provides adequate current simultaneously for five different electric housewares. While the price is around \$100, the unit seems to get around today's inadequate wiring problem—not yet near solution.

Philco, meantime, has some new products on the market: a do-it-yourself air conditioner kit; an oven with an electronically operated elevator; a meter that records "doneness" of roasts; a refrigerator on wheels.

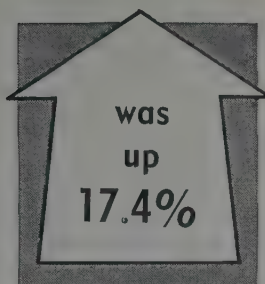
Meantime, Hoover Co. has developed a canister-type vacuum cleaner that "floats on air" to sell for \$97.50. The new vacuum cleaner's canister is suspended a fraction of an inch off the floor when the motor is running. Suspension is achieved through a powerful "jet" exhaust (there are no floor marks). When suspended, there is literally no weight to the cleaner.



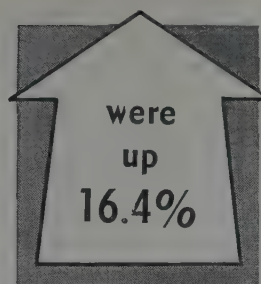
RCA is one of several manufacturers marketing portable TV sets. The industry expects to sell 1,250,000 such sets this year. General Electric's Telechron clock operates electrically but without a cord.



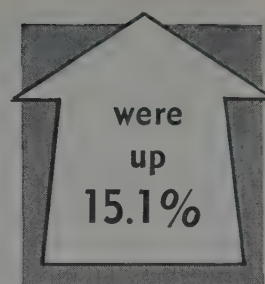
NETWORK TELEVISION



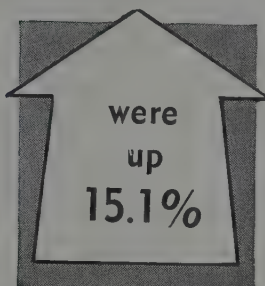
FARM PUBLICATIONS



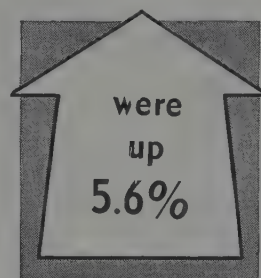
MAGAZINES



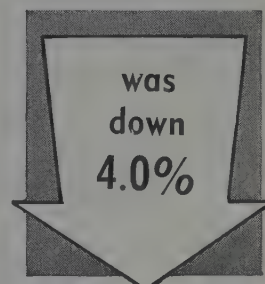
BUSINESS PUBLICATIONS



NEWSPAPERS



OUTDOOR



First quarter ad volume takes off like a rocket

The first quarter of 1956, so far as measurable national advertising volume is concerned, was comparable to a three-stage rocket. January and February gave ad volume a healthy initial blast, and March came through, on only a slightly weaker scale, to push the first quarter ad revenue into a stratospheric record.

The Tide Advertising Index, prepared by J. K. Lasser & Co., reveals this year's first quarter as a whopping 9.6% better than 1955's comparable period. First, January topped 1955's January by 13.5%; then February bettered last year's like month by 16.5%; and finally, March finished up by exceeding March, 1955, by 9.6%.

No one medium accounted for the quarterly gain by itself; all major media chalked up notable volume increases, with the exception of outdoor which recorded only a slight gain. One significant trend, however, is clear from the first quarter figures: network television's skyrocketing climb is beginning to show foot-dragging tendencies. While 1955's first quarter topped 1954's same period by 33%, 1956's first quarter was only 17.5% better than the first quarter of 1955.

The Index for March shows these changes from 1955's March:

- National advertising as a whole climbed to 209.4 index points from 191.0, an increase of 9.6%.

- Network TV registered the greatest percentage increase (17.4%), followed by farm publications (16.4%), magazines (15.1%), business publications (15.1%) and newspapers (5.6%). Outdoor fell off slightly from 1955's March, a drop of 4.0%.

Network radio figures are not reported because of rate complications, but an estimate is included for consistency. All Index figures are based on 100 equal to the 1947-1949 average, except television, where 100 equals the 1951 average.

YEAR TO DATE

	1956	1955	% Change
National Advertising . . .	184.7 . . .	163.5 . . .	up 13.0%
Newspapers	179.4 . . .	156.7 . . .	up 14.5%
General Magazines . . .	146.0 . . .	126.1 . . .	up 15.8%
Network Television . . .	365.1 . . .	310.6 . . .	up 17.5%
Outdoor	135.9 . . .	129.6 . . .	up 4.9%
Farm Publications	136.9 . . .	123.1 . . .	up 11.2%
Business Publications . .	186.2 . . .	163.9 . . .	up 13.6%

THREE-MONTH TREND

	Mar. 1956	Feb. 1956	Jan. 1956
National Advertising . . .	209.4 . . .	184.8 . . .	159.9
Newspapers	201.8 . . .	181.0 . . .	155.3
General Magazines . . .	183.4 . . .	149.3 . . .	105.4
Network Television	381.2 . . .	349.2 . . .	365.0
Outdoor	148.2 . . .	137.5 . . .	121.9
Farm Publications	172.8 . . .	147.5 . . .	90.5
Business Publications . . .	203.3 . . .	183.9 . . .	171.4

SOME time ago, TIDE asked the top executives on the Leadership Panel to describe their toughest marketing problem.

The problems ranged from unloading a "mean & stinky" billy goat (it was finally bought by a lady with a nanny goat) to how to sell step-ins to men. Most of the problems reported by Panelists involved introduction of a new product on an inadequate ad budget, requiring considerable creativity and imagination.

The following six articles represent a good cross section of case studies reported by top marketers as . . .

My toughest marketing problem

New product, disinterested market and limited budget

*by Sandy Pitofsky, president,
Pan-American Public Relations*

"My toughest marketing problem came up about five years ago: how to introduce a new scotch, to a disinterested market, on a limited budget. Supply & demand caught up after the thirsty war years, and in 1950 people were sating themselves with the big brand scotches. National Distillers' Spey Royal was not an accepted brand, nor did it sell at a bargain price; there wasn't anything about it to make people demand it more than any other good scotch, nor did it have an ad budget big enough to really sell it.

"National wanted to put across the Spey Royal dramatically & economically, and came to us for help. We first developed an authentic black & orange Tartan, immediately christened Spey Royal. The plaid was in turn used by National Distillers as a fiber bag to package individually each bottle and for point-of-purchase focus.

"I had MacKenna Clothes create an entire line in Spey Royal Tartans for men: waistcoats, blazers, caps, trim for slacks & sport jackets. Black Watch, McLeod and MacBeth Tartans were added to supplement the Spey Royal and gloss over any obvious exploitation. Supplementing the program were national full color ads.

"The promotion really caught on. Fifth Avenue stores featured the plaids in windows, other manufacturers got on the bandwagon and there followed plaid swimsuits, shirts, neckties, shoelaces, sun glasses, tuxedos. The woman's industry tied in, as did children's wear.



SANDY M. PITOFSKY



GRACE JONES

"Wherever the soft goods Spey Royal patterns went so went Spey Royal Scotch. To make certain this was the case, National had MacKenna make up hundreds of Spey Royal jackets and vests to be loaned for timely display in liquor stores.

"Top radio and television personalities were tapped to puff up the fad, with woman's page editors, wire service and national magazine feature articles.

"The boxscore? Today, with Spey Royal sold to another distiller (at quite a profit, presumably), the actual count of how many thousands of cases of Spey Royal were sold during the promotion (June, 1950, to January, 1951) is not available. But for a rule of thumb we can estimate that one of every 10 Spey Royal soft goods sales meant a Spey Royal Scotch sale.

"The menswear figures for the period show retail sales of the Spey Royal plaid at \$22,000,000, women's wear \$15,000,000 and children's wear, \$10,000,000. The amount of sales for a secondary factor in a promotion is fantastic enough, but when it's supplemented by the thought of millions of dollars worth of free ad space and TV-radio time, it's amazing!"

*Selling a new product via
fashion in ads, packaging*

*by Grace Jones, vice-president,
Hanes Hosiery*

"The introduction of nylon just 16 years ago made seamless stocking fashion a possibility; our leadership research and merchandising made its fashion success a fact.

"The du Pont announcement in May, 1940, suddenly created an opportunity for Hanes to achieve a complete revolution in the concept of woman's stockings. Today bare-backed, light-footed stockings with no seam or heel shadow to clutter up the view could never have been achieved without nylon.

"But, although the opportunity created by nylon for developing the seamless stocking as the top fashion was clearly there, a tremendous psychological block had to be overcome. And the way we had to overcome it was through advertising and merchandising.

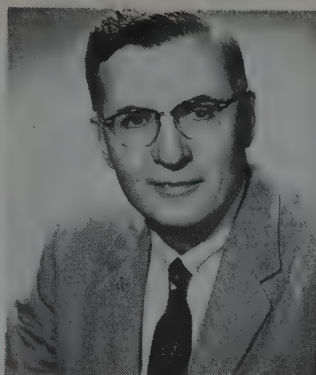
"So, to capitalize on the opportunities presented by nylon, it was necessary to promote the seamless method of constructing a stocking as a new trend in fashion. This was possible because only a small group of older women remembered the earlier type of seamless stockings, and they were not an important style marketing factor.



PAUL H. BOLTON



NORMAN READER



LLOYD W. DUNN



JOSEPH F. ZARISH

"To build the brand new seamless stocking fashion, Hanes' strategy focused on creating an atmosphere of high style, beginning with the product and aristocratic packaging, and following through in high-fashion advertising and point-of-sale display. Top department stores were picked as the retail outlets and firm policies of brand identification and price maintenance were instituted.

"This promotional project took considerable courage in the early 1940's. Hanes' management had the vision, the capital and the intestinal fortitude to stick with the program because they believed in it, even though there were several uphill years.

"The psychological approach used to build seamless stockings as the top fashion has proved eminently sound. A complete fashion revolution was gradually achieved. Today the tide has turned completely; seamless stockings are acknowledged fashion leaders, and other hosiery companies are stepping on the seamless bandwagon as fast as they can!"

Untried distribution, new product and sales training

by Paul H. Bolton, national president,
American Public Relation Assn.
Executive vice-president & director,
Nat'l Assn. of Wholesalers

"As the original sales and advertising executive on Good Humor ice cream, it was my project to market this new product in an unusual manner. All marketing angles were new—the distribution through refrigerated trucks of chocolate-covered ice cream on a stick called Good Humors—and all were challenging.

"But, mostly through trial & error, we built the item rapidly into the world's largest selling ice cream specialty. This new selling was unthinkable to the dairy & ice cream fraternity in those days. The fact that I was an advertising agency executive, and not a dairy man, was the real reason it succeeded.

"In the early 1920's, Youngstown (Ohio) confectioner & ice cream manufacturer Harry B. Burt, seeking an improvement on the traditional, but messy, ice cream cones of the day, by chance came up with ice cream on a stick. At the time we (Bolton Advertising Co.) were the agency for the Burt enterprises.

"To dramatize this brand new package ice cream called Good Humor more than simple vending through drugstore fountains. We needed first a name that would sing; I suggested Good Humor.

"Our next dramatic thought was the vending of Good Humor: take it to the homes, porches & front yards of the nation! This called for designing a novel refrigerated truck with dry ice as the refrigerant. It had to be spotlessly white and lighted to shine in the evening.

"Next, admiring the movie owner's plan of putting all ushers in natty uniforms and giving disciplined training and snappy sales talk, we set up a complete program of driver selection and training. College students were given preference, and became the first Good Humor men.

"Next challenge was a method of attracting attention of children and adults, too. Burt's daughter, Ruth (later Mrs. Bolton) suggested the Swiss chimes as the clarion call, and they've been used ever since.

"When Burt died, my wife owned & operated the business, which eventually outgrew family ownership and was sold to a New York corporation.

"Since then, Liberty Pictures has made a full length comedy, "The Good Humor Man." Stories since appearing in Reader's Digest, Satevepost and the New Yorker have also helped to make Good Humor a household word. But I feel the basic marketing decision that took Good Humor from the drugstore and made it a point-of-purchase product in residential areas was the touchstone of success."

Correcting misimpressions,
selling intangibles with PR

by Norman Reader, public information
director, French Govt. tourist office

"If revival of a nation's tourist trade can be considered a marketing problem, then the returning of France to the number one foreign vacation spot for Americans was mine. The solving of the problem began in 1946 and involved the use of every form of communications.

"Our first major objective, when we reopened the official tourist office following World War II, was to erase the current impression the country was in ruins, its rail & auto roads impassable, its people too broken in spirit to receive visitors and food so scarce the presence of outsiders would work a hardship on hungry French families. The job of explaining the relatively fortunate situation in that period demanded infinite tact and understanding, since American sentiment could easily have been tipped the wrong way by a careless move.

"With the initial \$60,000 budget we set up a small schedule of black & white magazine ads to tell Americans that France was ready for tourists. The ads pointed out—

in addition to stressing that food & accommodations were plentiful—that visitors' dollars would go far in restoring France's economy. The office's advertising slogan, 'Travel Builds Trade & Aids Peace,' anticipated the present call for 'Trade, not aid.'

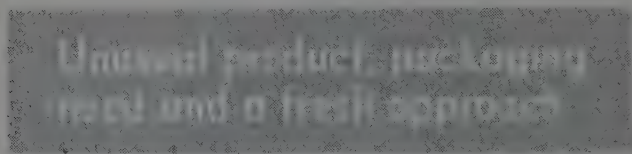
"In publicity & PR activities we sounded a nostalgic note to drive home the point that France was every American's 'second country,' with its similar ideals and love for democracy.

"I began a steady flow to all media on every conceivable subject pertaining to travel in France. Articles and shorts on art, fashion, food, etc., are sent regularly to travel writers, feature editors, radio & TV outlets. A monthly news bulletin is sent to travel agencies and the press. I also make frequent appearances before civic groups, on radio and TV. Films about travel are available to these groups.

"During 1951, our special promotion of the 2,000th birthday of Paris — on a budget of \$15,000 — garnered nationwide publicity, with tie-ins reaching everywhere in the U.S.

"We've also been running a program to extend the traditional tourist season, with stress on 'thrift-season' travel, from September through April, and journeys to the off-the-beaten-path regions where Americans can live cheaply and get to know France.

"Results of our efforts and program are visible in the volume of American travel in France. The figure of touring Americans has risen from about 50,000 in 1946, to nearly 450,000 last year, and we expect 500,000 during 1956."



by **Lloyd W. Dunn,**
sales & merchandising vice-
president, Capitol Records

"The problem that stands out foremost in my mind concerns a colorful kind of product — music — and an interesting facet of marketing—packaging.

"Back in 1947, when I had my own advertising agency, Capitol Records was my favorite client. They had recorded a series of selections featuring the theremin, an electronic instrument through which an eerie and rather beautiful sound is produced by waving the hands above the instrument in a mysterious fashion.

"My problem was to produce a package that would have appeal. Merely to feature the theremin would have been a mistake, because the instrument was not too well known, and rather complicated. It obviously suggested an album.

"However, until this time, album covers had been pretty perfunctory; some of the classics were decorative, but the era of illustrated album covers was not yet upon us.

"So we came up with the title 'Music Out of the Moon' and produced what I believe was the first photograph in full color for a popular album: an Earl Carrol beauty draped in velvet on a velvet simulated moon.

"This concept may be rather routine today; at that time it hit the market like a bombshell, aroused curiosity and controversy, and made the consumer try the record. The liner notes were really something. I wrote them myself and I blush today at the promise the words held. For example: 'It is music that can effect the sensitive mind in a way that is sometimes frightening . . . always fascinating.'

"I remember when writing it I felt the music might not live up to such an erotic promise, when played in store. So to assure a sale, I confess I wrote the following: . . . you cannot get [Music Out of the Moon's] full significance in a record booth where the appeal may well be lost. But take it home, set the stage in the evening when you are perhaps a little weary of the work-a-day world; its hypnotic beauty assures a unique music adventure."

"We marketed the album not in a high-powered way but much the same way I suppose that book publishers sell what they call erotica. People talked about it, wanted it, bought it. It became a best seller and was for a long time.

"I don't know if there is any basic marketing principle involved except that it emphasizes the ever-present need for imagination and creative thinking."



by **Joseph F. Zarish,** executive
vice-president, Spring Air Co.

"We started the Spring Air Co. of Illinois in the face of giants in the mattress industry with huge budgets at their command. Here was our problem: all mattresses look alike on the floor, and we didn't have the money to sell our comfort features on the same basis as all others.

"In different brands, however, the interior construction naturally varies somewhat, but it is very difficult to get the retail salesman to learn the technical features of mattress construction. It's even harder to get the consumer interested.

"With these limitations in mind we pondered what we could do to sell our construction feature to the consumer in a pleasant, fast, economical and effective manner. What could we do to make our mattress look different and still portray these features? We had designed a new inner spring unit with heavier coils in the center to prevent hammocking, and put more rubber in the center of our rubber mattresses for the same reason.

"Also, in bedding departments, space is always at a premium. Point-of-sale pieces balance precariously on a mattress, fall when someone 'feels' it; there is no space between samples for display materials; small, attached tags do not get enough attention.

"We approached table cloth and bedspread manufacturers, had them make for us a mattress covering which we were able to achieve dramatic effects, and enabled our brand to look entirely different and at the same time pictorially show the consumer what is inside the mattress.

"The cover pattern varies, and accentuates (in contrast) the healthful center support of the mattress. We called this the 'health center', which serves as a conversation starter on the retail floor, and acts as an effective merchandising tool.

"Now, not only is management happy, but also our sales force, because they have an 'exclusive' to offer which is merchandisable.

"Best of all, we think the consumer feels she knows something about the way her mattress is constructed and has confidence in her purchase even after it gets to her house."

Marketing a new product

Many established J&J products heavily dominate their markets.

Thus new products are J&J's big hope for continued growth.

It now has a separate division to think up new products.

Here's how the division operates.

Plus how it markets its first new product, First Aid Cream.

George Frederick Smith, 59, and Edward George Gerbic, 47, president and merchandising vice-president, respectively, of Johnson & Johnson, are good friends and good golfers. At New Jersey's Plainfield Country Club, they shoot many a round together, discuss many a problem facing the world's biggest marketer of surgical dressings.

One of their chief conversational topics, on and off the greens, is J&J's top problem: how to expand total sales when most J&J products already dominate their respective markets. The answer they came up with two years ago: a special division to dream up and develop new products. This month, the division's first new product goes to market—First Aid Cream, an antiseptic medication for cuts, burns, abrasions, chapping, sunburn and insect bites.

Actually, the final laboratory develop-

ment of First Aid Cream and the formation of the new products division happened about the same time. The new product had been in the research laboratory for years, and had gone through exhaustive tests there and in hospitals by the time the new products division was established. The new division checked up on the product's progress, decided that it should go to market as soon as possible.

First Aid Cream spotlights a new trend in the drug industry: cream antiseptics (after years of dominance by iodine, Mercurochrome and merthiolate). In fact, although J&J is proud of the time it spent researching its new cream (seven years), lively Norwich Pharmacal Co. beat J&J to the punch by nationally distributing a similar product a month ago.

Norwich has changed its Unguentine into a white cream, added a "miracle

pain reliever" (Dianestol), redesigned package and tube, is now advertising Unguentine as a first aid dressing rather than as a burn ointment only. Further, the new Unguentine, in a one-ounce tube, costs 75¢ vs. the 98¢ charged for an ounce-and-one-half of J&J's First Aid Cream. Meantime, Sterling Drug is reportedly investigating the \$33,500,-000-a-year antiseptic market.

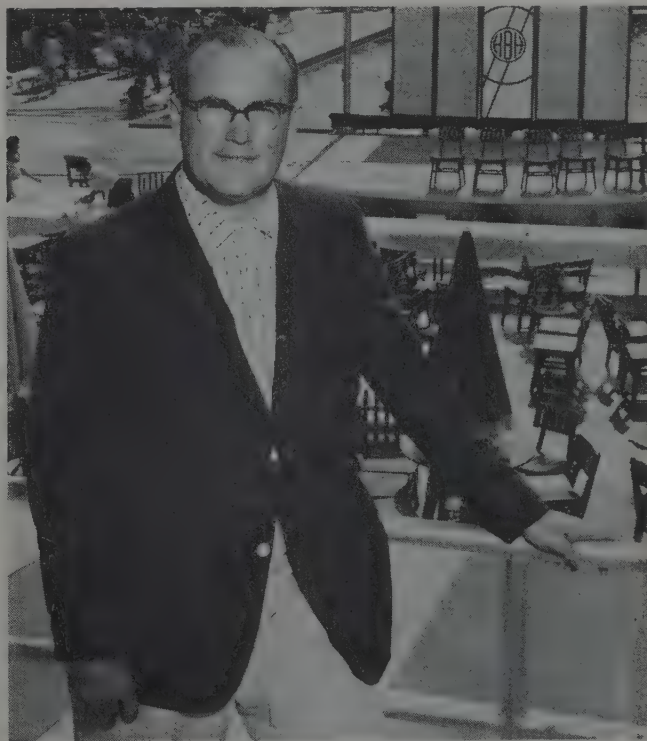
In short, the swing to cream antiseptics means a battle royal with other firms following the lead of J&J and Norwich. J&J, however, is confident its carefully wrought marketing strategy for First Aid Cream will win the day.

That's because in its own way as much thought and work goes into marketing a new J&J product as goes into discovering and developing one. The new products division skillfully shepherds a proposed product through test marketing and only after it is satisfactory on that front does the product move toward national distribution.

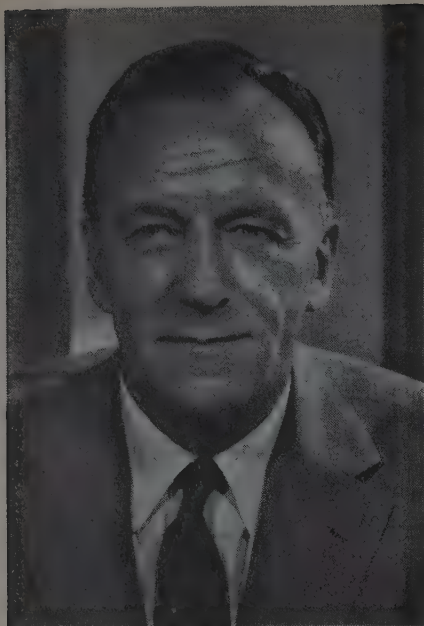
➤ When, in June, 1954, J&J decided its First Aid Cream was ready for test marketing its marketers sat down with members of Young & Rubicam (the cream's advertising agency), came up with a five-point sales strategy—which remains basically unchanged:



Marketer Johnson's problem: too much success



Marketer Gerbic's answer: more new products



J&J president George Smith

- Aim all appeals at mothers as the chief buyers for their children and themselves. J&J headlined its advertising copy in test markets with, "Mother ... stop hurting your child with old-fashioned harsh antiseptics!"

- Give mothers the promise of a strong end-result from the use of First Aid Cream ("it promotes faster healing," ran the copy, on which Y&R researchers got a strong playback).

- Back up this strong end-result promise with reason why copy ("First Aid Cream combines effective ingredients to fight infection and relieve pain. As a cream, it penetrates, deeper, protects longer").

- Advertise First Aid Cream as an antiseptic for particular uses — not a panacea for every wound. Ad copy specifically suggested the cream "for cuts, burns, abrasions."

- Get as broad advertising coverage as possible. Since drugstores and food outlets were (and are) the heart of distribution, J&J bet on local newspaper Sunday supplements to capture mothers ("We also wanted to simulate national magazine advertising as closely as possible"). Further J&J aimed at dramatic appeals with comparison photos of a child wincing at the application of an old-line antiseptic (iodine by implication) but calm at the application of "soothing Johnson & Johnson First Aid Cream."

Sametime, J&J market tested a collapsible metal tube for the cream in Columbus (Ohio) and Louisville and a polyethylene plastic tube in Indianapolis and Providence. Research almost immediately showed that consumers liked the plastic tube, which does not roll up, has a withdrawing action (elim-

inating residue at the tube top).

By last December, J&J was convinced that First Aid Cream had definitely proved itself in the four trial markets: Columbus, Ohio; Indianapolis; Louisville and Providence.

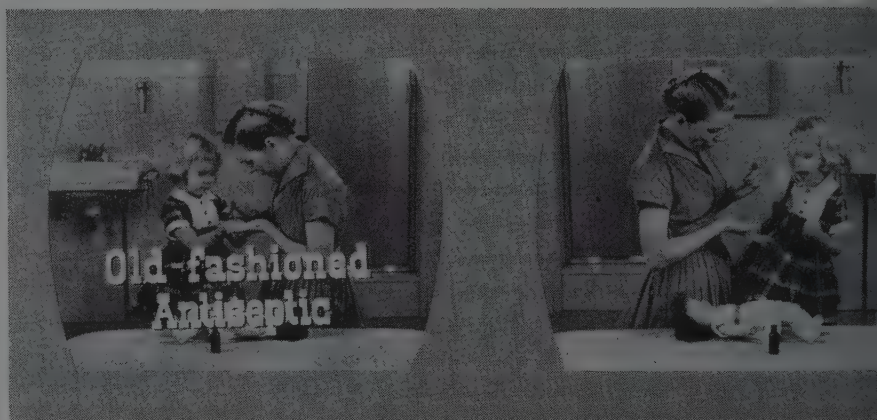
Walter L. Oleson, 30-year-old merchandising director of the Modess division of Personal Products Corp., is product director for First Aid Cream, now that it's going national. Williams College graduate Oleson started his career at Vick Chemical, moved on to become merchandising director of Atherton & Currier (a New York ad agency) and joined J&J in April, 1954.

For details of the "dramatic" advertising strategy J&J and Oleson bet on for First Aid Cream's success, see

the box accompanying this article.

On the surface J&J's sales record is sparkling. Total sales are more than double those of 1946 (1954 sales of \$267 million were 138% over 1946's; net income soared 69% during

*Roughly 80% of all sales come from the parent company and its domestic subsidiaries (12,200 employees in the U.S.). The parent, Johnson & Johnson (New Brunswick, N.J.), produces surgical dressings and first-aid items, identified by the Red Cross and Band-Aid trademarks; Johnson's baby products, elastic goods, dental products for professional use and dairy and industrial filter products. Principal domestic subsidiaries: Autograf Brush & Plastics Co., Inc. (Watervliet, N.Y.); Tek tooth brushes, Hughes hair brush, Chicopee Mfg. Corp. (New Brunswick), napkins, towels, diapers, crib sheets, Lumite auto seat cover fabrics, auto body cloths; Ethicon, Inc. (Bridgewater Township, N.J.), surgical needle, soap, dusting powder; Ortho Pharmaceutical Corp. (Raritan, N.J.); Permacel Tape Corp. (New Brunswick); Personal Products Corp. (Milltown, N.J.), formerly the Modess Corp. Remaining 20% or so of sales come from 19 foreign subsidiaries (5,455 employees) in Australia, Brazil, Canada, England, Ireland, Mexico, New Zealand, Philippines, Scotland and South Africa.



Johnson & Johnson's ad strategy for new First Aid Cream

This month, after nearly two years of test marketing, Johnson & Johnson's recently established (1954) new products division goes national with its first new product—a stingless, stainless antiseptic medication called First Aid Cream.

Most interesting aspect of J&J's marketing strategy for First Aid Cream (for how it grew, see accompanying article): the company moves from test markets directly into national distribution (J&J started wholesale delivery of First Aid Cream in March). The company is convinced that its test market copy strategy (which, interestingly enough, was little altered during test marketing from the original plan) will not just go over nationally, but go over in a big way.

Hoping for a fast share of the \$33,500,000-a-year antiseptic market (First Aid Cream won good shares of

some test markets), J&J has earmarked a yearly ad budget of \$1,800,000-2,000,000 for the product's push. Much of this will be spent between this month and September—top selling season for such antiseptics.

Workhorses of J&J's media strategy whose aim is to reach mothers: network television and national magazines. The middle of this month J&J ran its first network TV commercial for the product—on its CBS TV program, *The Adventures of Robin Hood*. J&J alternates sponsorship of this British film series (Mondays, 7:30-8 p.m.) with Wildroot (each week one sponsor gets two commercials and the other a crop plug).

J&J merchandising vice-president Ed Gerbic, a friend of Wildroot advertising vice-president Ward Mauzy (both are former chairmen of the

period to almost \$14,000,000). With products spanning the globe, J&J makes markets some 1,200 items ranging from tape to tooth brushes. Long tops in baby products (oils, powders), J&J also accounts for perhaps 70% of the estimated \$140 million first aid market—tape, bandages, dressings, gauze, cotton and first aid kits.

That means, as vice-president Gerbic admits, that J&J has a problem similar to that of its venerable neighbor in nearby Camden, N.J., the Campbell Soup Co. Like Campbell, J&J is almost a victim of its own sales success: how can sales keep moving ahead profitably when you already have most of the market? Campbell, of course, believes in expanding the ways, times and

places soup can be served will also expand sales.

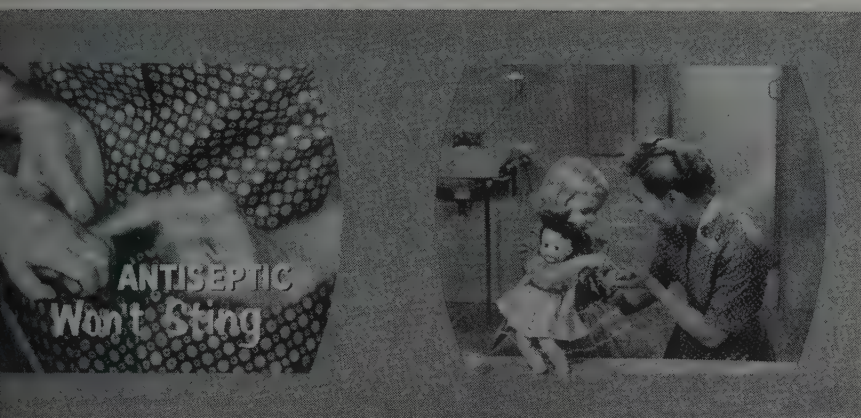
J&J's problem is complicated by the unrelenting competition from companies marketing in but one of J&J's sales spheres: Bauer & Black (No. 2 in the first aid market); the Mennen Co. (baby oils & powders) Norwich Pharmacal Co. (Unguentine).

"We knew," says Gerbic, "that Johnson & Johnson must explore new product possibilities to achieve continued growth." Two years ago, Gerbic gave one of his product directors,* handsome, 31-year-old James E. Burke, this three-part assignment: spend 90 days studying possible new product areas for J&J; find out how other companies seek new products; find out how they're

set up to do the seeking.

➤ "We wanted," explains Gerbic, "someone who could spend 100% of his time on the subject of new products. Our product directors, devoted as they are to selling present items, could not very well concentrate on new product thinking—although that had been their

*The product director system has been in effect at J&J since board chairman Robert W. Johnson Sr. set it up in the early 1930's. Comparable to brand managers at soap companies like Procter & Gamble, 16 product directors under Gerbic plan, execute and co-ordinate the marketing of each of the parent company's products. These product directors are grouped under general product lines (i.e., surgical dressings, baby products, Band-Aids) and report to product group heads. These product group heads, only recently appointed by Gerbic, report directly to him and form a middle management team under Gerbic. Each J&J subsidiary, which has its own board of directors and officers, has a similar product director organization, bringing the total number of product directors for J&J to 45.



Johnson & Johnson's TV commercials for its new First Aid Cream air once-a-week on a children's program, stress how "old" antiseptics "hurt" children, while J&J's new one is accepted smilingly. Magazine copy (see below) repeats the theme, which seeks to attract mothers' attention with the scary: "Mother, stop hurting your child. . . ."

...n. of National Advertisers), uses TV show to plug J&J consumer products first, the J&J name second. Gerbic's advertising strategy (he'll spend roughly \$2,000,000 for the 52-week run of Robin Hood) is to allocate commercial time for selected J&J products—with certain unallocated time left each year for extra product pushes. J&J won't say what portions of this year's 80 commercial minutes are allocated, will say that of the allocated portion some 50% goes to Band-Aid bandages and Band-Aid patches, spots and strips; some 25% to J&J's baby shampoo; the rest is split between J&J's baby powder and the new First Aid Cream. TV advertising costs are budgeted on the basis of how much commercial time the product gets (worked out before the season opened last September 26).

J&J, of course, is no novice in television (it has co-sponsored Cavalcade of Shows, and run national and local TV spot campaigns). It finds Robin Hood an exceptionally satisfying program because it has family appeal (half the audience is composed of adults, half of children).

J&J says the show reaches about 93% of today's 34,000,000 set-owning households. J&J also feels the show reflects the straight-forward character of the company and has valuable merchandising potentials.

Also this month, J&J launches ads in Better Homes & Gardens, Family Circle, Farm Journal, Good Housekeeping, Household, Ladies' Home Journal, Modern Romances, Parents', Progressive Farmer, Town Journal, True Confessions, True Story and Woman's Day (all via Young & Rubicam).

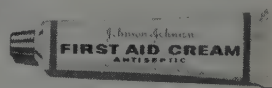
J&J, of course, has already broken the news of First Aid Cream to the drug and food trade with a four-color double-gatefold ad in American Druggist, Drug Topics, NARD Journal and Supermarket Merchandising.

As the result of test market experience, First Aid Cream continues this copy theme: "Mother . . . stop hurting your child with old-fashioned harsh antiseptics." Key copy points in both magazine and television ads are the cream's qualities as a stingless medication, which does not irritate tissue, promotes faster healing. ■



Mother...stop hurting your child with old-fashioned, harsh antiseptics!

Johnson & Johnson First Aid Cream



Johnson & Johnson



Product men James Burke and Walter Olesen: first new product goes to market this month

duty in the past." (Gerbic should know since he was a product director from 1937 to 1947 after joining J&J as a Chicago salesman in 1934; he became merchandising director in 1947, a vice-president in 1951.)

Burke's 90-day study resulted in J&J's two-year-old new products division, of which Burke is the director today. A Procter & Gamble graduate (Lilt, Dreen) who joined J&J in 1952, Burke's chief job is to discover profitable growth opportunities for the company. In theory, Burke's job includes all J&J subsidiaries. In reality, however (at least so far), he services the parent corporation 90% of the time (his division, however, acts as a spur for new product activity among J&J subsidiaries).*

Burke (who commutes each day to New Brunswick from his Manhattan apartment) prepares first a test market plan for a new product (he considers

suggestions from anyone & everyone for J&J products). Burke blueprints market plans right from product design, packaging and price through advertising, then submits them to Robert W. Johnson, Jr., executive vice-president in charge of marketing (35-year-old Johnson was merchandising vice-president of the Personal Products division until his present appointment in December, 1955.)

Although Johnson is Burke's immediate boss, Burke also is in constant conference with master merchandiser Gerbic, who's directly under Johnson ("We have a pretty informal atmosphere here. We don't have to wait for formal meetings before we make a point or a suggestion. We just call each other on the phone or walk into the other man's office").

➤ In short, Burke takes a new product right from the drawing board stage up to test marketing. As the test market period winds up its final three months, Gerbic will assign a product director to the new product ("whose baby it'll be from then on"). Burke and the product director work together closely for the three months before Burke relinquishes supervision of the product's marketing strategy.

While today Burke works with one assistant, he expects to add more executives to the new product division before the year's end. "I want," reasons Gerbic, "a lot of high-powered executive thinking on this subject." Until now, the J&J management has felt that a one-man division, unencumbered by a weighty organization, could operate with more flexibility (Burke, of course, can call upon the services of manufacturing, research, sales and packaging if he wishes to form a task force to attack a particularly hard problem.)

➤ The scope and significance of the new products division is plain when you consider these four projects Burke now has under way:

- J&J is in its sixth month of marketing testing a new product, Baby Lard Blend, in Atlanta, Columbus (OH), Indianapolis and Louisville.

- It is test marketing another baby product, Baby Room Freshener in Denver, Portland (Ore.) and Philadelphia.

- It is test marketing an athlete's remedy in Jacksonville and San Diego.

*Last year J&J introduced these products independently of Burke's operation: Johnson's Elastic Hosiery, Kling Conform Bandage, Ligapak spiral wound ligatures, Lum-Puf puffed fabrics, micro-point needle sutures, Permacel auto body repair tape, Permacel Mylar tapes, Tek Sterile toothbrush, Texcel Permanent Mending Tape, Zoroc Resin Plaster Bandage. So important to increasing sales are new products that Standard & Poor recently remarked "the main plus factor" of J&J today is "consumer acceptance of recently introduced products."

Why ad agencies are looking north

- To many U.S. agencies, Canada was simply a grass roots U.S.
- Now, with Canada's phenomenal growth, they are reconsidering.
- Canadian-owned agencies, too, are revamping to meet competition.
- Here's what both groups are doing in this mushrooming market.

UNTIL recently, many agency men in the U.S. considered Canada a distant country consisting of hockey fans, quaint French towns, ski resorts and mounted police. Today, as Canada flexes its industrial muscles, agency men both here and in Canada are taking a new look at a promising new market.

This re-examination of Canada's sales potential has led to several significant trends. First, U.S. agencies are branching out en masse into Canada. Second, where most U.S.-owned Canadian agencies were once primarily branch offices, with most creative work done in the U.S., today they are full-staffed agencies, handling all the usual operations of a domestic ad agency.

Another major trend indicates that Canadian agencies are by no means allowing U.S.-owned branches to move in unchallenged. Canadian agencies now realize that creativity is only one element in an agency operation, and are accordingly adding a complete line of marketing services. Too, the Canadian agency now realizes the potential of U.S. companies selling goods in Canada, and is pursuing that business with new determination.

► The growth of the Canadian economy is nothing short of spectacular. Since World War II, Canada's population has increased from 11,500,000 to nearly 16,000,000. Because of lenient immigration laws and a high birth rate, the population, economists estimate, should be close to 20,000,000 by 1966.

Canada's gross national product has risen from roughly \$5 billion in 1939 to more than \$26 billion last year. And, at the present rate of increase, it should reach almost \$50 billion by 1966. Industrial expansion is also phenomenal; from 1949 to 1955, income from manufacturing climbed from \$12,500,000 to \$17,800,000, a 42% increase. Total income from construction has almost doubled, from \$1,140,000 in 1949 to \$2,155,000 last year.

► It is this promising market that is catching the eye of U.S. agencies. Actually, the U.S. agency in Canada is nothing new; as far back as 1912 J. Walter Thompson had a Canadian operation, and Young & Rubicam started its Montreal office in 1939. But the big surge began directly after World War II, when agencies began to open Canadian branches on a speculative long-range profit plan. The typical move was this: a U.S. advertiser would plan expansion into Canada, ask its U.S. agency to place its advertising in the Canadian market; the agency opened a Canadian office (either in Montreal or Toronto to study the market more closely, hoping eventually to expand by attracting other clients).

But U.S. agencies are no longer treating the Canadian market like a grass-roots American. Foote, Cone & Belding, which opened a Canadian office in Montreal in 1947 to service mainly the British Overseas Airway

Corp. in that area, closed the Montreal office in January when it resigned the account. But the agency is planning to open a new office in Toronto in July, when facilities will be expanded to maintain an autonomous operation.

► Foote, Cone board chairman Robert Carney feels there is an inevitable move toward a new kind of agency development in Canada, states that "the growth of the Canadian market, along with the increase of the supermarket, has greatly increased awareness of marketing up there." Carney agrees the Canadian agencies are expanding their facilities as rapidly as the U.S.-owned operations.

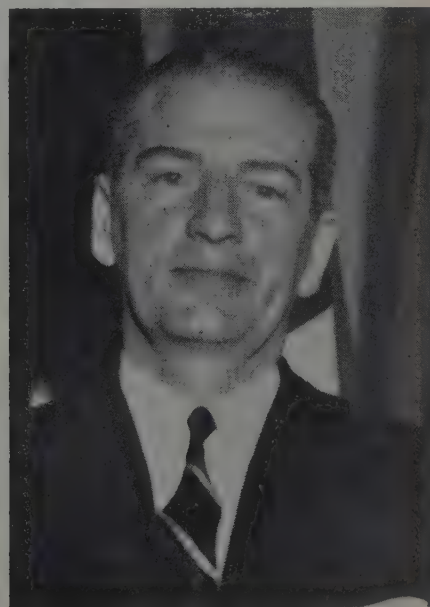
Until now Foote, Cone has not emphasized its Canadian branch any more than any of its domestic offices, but, says Carney, "you don't have to be a crystal ball gazer to see it won't remain static for long."

► McCann-Erickson has undoubtedly been the most ambitious of those agencies that have moved into Canada recently. McCann opened its Canadian office in Toronto in 1952, when it was expanding its agency operation extensively into foreign markets.* Before opening the office, McCann made a careful study of the Canadian market,

*From 1948 to 1955 McCann-Erickson's foreign billing has increased five-fold. Total billing has trebled, from \$55,000,000 to \$166,000,000 in 1955.



Foote, Cone's Robert Carney:
new Canadian marketing awareness



McCann-Erickson's Evan Hayter:
a 400% increase in two years

discovered that its kind of "total marketing" service was in demand.

Apparently agency researchers did not miscalculate, for McCann began four years ago with three accounts (Pepsodent, Shadow Wave and American Safety Razor) and, at last count, had 24 clients—an increase in the past two years alone of 400%. More than 70% of its new billing comes from Canadian branches of other U.S. agencies.

Last December McCann incorporated its Canadian branch into McCann-Erickson (Canada), Ltd., named Canadian Evan W. Hayter president. Completely Canadian staffed, the agency has two offices—Montreal & Toronto—with a total staff of 45. The Canadian operation, as with other McCann branches, is patterned after the home office, with a separate marketing department and a separate public relations operation.

➤ Another large Canadian operation, Grant Advertising, opened its Canadian office in 1945, when it too was planning world-wide expansion (Grant now has 33 offices throughout the world). Among its three major accounts is Canada's largest chain store operation, Steinberg's Ltd., a food chain in Quebec. The other two major accounts are U.S.-owned: several Colgate-Palmolive products and Auto Lite.

Joseph Wren, vice-president & general manager of Canadian Grant, is the only American on the staff, and started in Canada servicing the Colgate-Palmolive account. When calls the growth of the Grant Canadian operation a

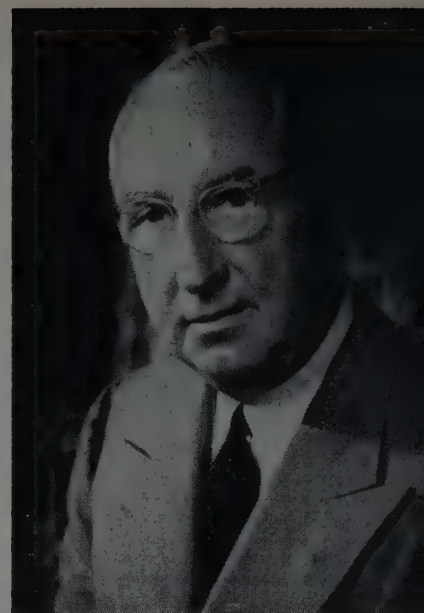
gradual one, even though billings have doubled over the past few years to more than \$1,000,000—not a small sum in Canada, where only five of the 91 agencies bill more than \$5,000,000.

➤ Wren feels the biggest advantage to their Canadian operation is the marketing help they receive from the American counterpart, says "marketing research already undertaken in the U.S. can be helpful in Canada."

Wren feels, too, that the U.S. agency in Canada is getting more & more business because it offers something new with the extra marketing services and the creative background of U.S. talent. He maintains this is forcing most Canadian-owned agencies to revamp their strategy, and offer these same services.

➤ Some U.S. agencies take a different view of the Canadian market. Anderson & Cairns, which serviced its first Canadian account in 1934 and opened Canadian offices in 1946 (in Montreal) and in 1951 (in Toronto) felt it would be better off with a Canadian counterpart, rather than its own Canadian branch and merged its Canadian branch with Canadian-owned James Lovick & Co., Ltd., in 1954.

Lovick operates the Canadian branch for Anderson & Cairns, has the advantage, says A&C, in being totally Canadian with an intimate knowledge of the Canadian market, yet has the services of New York creative talent. Says ex-head of the Canadian operation, James C. Cumming, now vice-president in the New York office: "Canadians would rather deal with completely Canadian businesses; consequently, we felt this



Cockfield, Brown's G. W. Brown:
"c'mon up, the water's fine"

would be the best move."

Of the 91 agencies in Canada, 20 are U.S.-owned. Largest of these is J. Walter Thompson, which last year billed about \$5,000,000. Newest addition to the Canadian scene is BBDO, which opened its Canadian office April 1 under manager Leslie Chitty. BBDO has announced but one client: Lever Bros. Ltd., which switched from the now defunct Ruthrauff & Ryan Canadian office (which pulled in its wings last month).

➤ The restless shuffling of American agencies in Canada seems to be giving many Canadians the impression that Americans are completely "taking over" the placing of their advertising. However, the larger Canadian agencies are maintaining the calm view, welcoming the American competition as an impetus.

Least disturbed—and with good cause—is Canadian-owned Cockfield, Brown & Co., Ltd., largest Canadian agency, which last year billed more than five times that of the largest American-owned agency, a total of nearly \$27,000,000. In fact, board chairman C. Warren Brown attributes the new rush to the fact that this is a pre-election year in Canada, and politicians are making the most of Canadians' new found nationalism.

Brown, however, stresses the fact that Cockfield, Brown has been offering complete marketing services to its clients for years, in fact, had a marketing research department as far back as 1922 (although they didn't call it such until 10 years later).

Cockfield, Brown considers its biggest attraction its French department, made



Canadian Grant Advertising's Joseph Wren:
"Research undertaken in the U.S. can be helpful in Canada"

up entirely of French Canadian employees. Brown explains the 50-man department this way: Montreal is the second largest market in Canada; Montreal is 89% French. Here is a market you cannot know merely by knowing Canada; you must know the French Canadian.

► The bulk of the Cockfield accounts are Canadian, but the agency does have some solid accounts with U.S. parent companies, including Campbell Soup, which came to the agency in 1940, and Ford Motor Co., Ltd., which it received in 1942. A big recent loss for Cockfield, Brown was Pepsi-Cola, which moved along with the domestic account to Canadian Kenyon & Eckhardt (and at the time led Coca-Cola in Canadian sales).

Cockfield, Brown has always been a rather conservative firm, hesitant to "toot its own horn." Now, however, the agency realizes the competitive situation it is in, has started running institutional ads to drum up business.

► Until recently few U.S. advertisers knew the name Cockfield, Brown at all. However, the agency hopes to remedy this situation, has hired a New York public relations counsel (in addition to its own department) to push the name Cockfield, Brown.

Sametime, Cockfield, Brown is selling to the Canadian government and Canada's prospective investors, has undertaken a massive advertising & public relations campaign to this effect. Last fortnight, chairman Brown was presented a gold medal by the Assn. of Canadian Advertisers for this job he has done for Canada. In effect, he says, it is his invitation to U.S. investors, advertisers, manufacturers and agencies to "come on up, the water's fine!" ■



Illustration by—BILL BORKLUND

"They delivered the bill—I just saw him jump."

SELLING TO INDUSTRY

By John Sasso

®

Big or small?

The problem of stretching an industrial ad budget to reach many fields is a real toughie—even though industrial ads aren't particularly expensive. Many advertisers, in an effort to appear regularly in important trade magazines, use small space. This helps solve the problem of "continuity" no doubt—but it could have certain disturbing reactions.

One company we know feels that the disadvantages are more important to consider than the advantage of continuity. For example, in a highly competitive field, this company doesn't like to look "cheaper" than its competition and would rather risk some loss of continuity in favor of bigger ads which appear less often. Also in selling to industry you must present plenty of facts—and it is hard to do justice to a product demanding technical selling when you have to pack many facts into a small amount of space.

Obviously, once a name and its identification with a product are well established in a market, small space can be used effectively to take advantage of continuity. Once in a while a smart account man can do a good selling job in small space, but there are relatively few examples of this. We'd like to see a few examples of what you have done with this problem.

Extra big

Multipage inserts are going to be used more often by several industrial ad managers we know. Such inserts will appear say three to four times a year and replace once-a-month single-page campaigns—even at the expense of the continuity we have just been discussing.

According to the admen, multipage product inserts have a "mass effect" when they appear. They not only look good, but they give a company the chance of packing plenty of information in one place. They also make more effective merchandising pieces. Cost-wise, however, they represent no great saving over single insertions.

Before space salesmen and publishers reach for the nearest gaspipe, let's admit that there are still

plenty of excellent reasons for the once-a-month kind of campaign that builds up product acceptance over a period of time with strong ads each highlighting a competitive advantage. In our ten-cent opinion, the insert idea would be a natural on new product introduction, but unless inserts appear on some kind of regular schedule, the sales department is going to lose plenty of orders to the competition.



Does aggression pay?

Some of the direct mail we have seen recently is very much on the aggressive side, i.e., look what we're doing boys, or ain't we good? This from companies that restrain themselves in their advertising and know that advertising works best when it plugs user benefits. One industrial sales director summed it up to us as "merchandising ought to be done helpfully and not aggressively." Amen.

"Ugh" dept.

One of our New York TV stations has been running a "program" about industry. The "program" (supposedly entertainment) takes the form of two or three horrible industrial films showing how this or that company manufactures this or that. The master of ceremonies is an actor who asks phony questions of the attending brass. Projection is terrible, and the whole thing has an obvious commercial odor.

Wonder how much good such "publicity" does industry in the public's eye? Not one of these filmed monstrosities that we have seen has ever indicated that the maker had any notion of reader (or viewer) benefit in preparing the script. Never mind, the president of each company (remember he okays the budget?) is happy anyway. He gets on TV.

Cliche dept.

Recently we needled Reinhold for using "pro's behind the prose" as a slogan for their chemical magazines' promotion campaign. Then comes McGraw-Hill with exactly the same corny slogan in a folder promoting Petroleum Week. This is creative promotion?

A 1960 \$14 billion ad bill?

By Lawrence M. Hughes

IF ADVERTISING expenditures climb in the next five years at the same rate they did in the last five, 1960 advertisers will foot a \$14.4 billion bill. This figure is \$2.7 billion more than such seasoned seers as Arno Johnson of J. Walter Thompson Co. have estimated.

Data prepared by McCann-Erickson, Inc., for Printer's Ink show an advertising expansion from \$5.691 to \$9.029 billion between 1950 and 1955. This was a dollar increase of \$3.33 billion, or 63%. The same dollar gain between 1955 and 1960 would bring the total to \$12.36 billion; the same percentage gain would bring the total to \$14.4 billion.

To be sure, the gross national product and total personal consumption probably won't expand so fast. Personal expenditures, for example, gained about 13%, from \$216 to \$246 billion, in the last five years; 1960 this figure should be up 22% to \$300 billion. GNP increased about 20% since 1950 and by 1960 the total will probably be near \$435 billion, or about 14% more than 1955. So far this year, however, GNP is running at an annual rate \$23 billion higher than a year ago.

Advertising has grown several times as fast as either. With nearly one-tenth of the current five-year period already gone, no signs of slackening appear. So far, all major media, except radio, are 10 to 20% ahead of the parallel period of 1955. If advertising were to expand only 10% annually for the next five years, the 1960 total still would come to \$14.5 billion.

The trend would be: \$9.9 billion in 1956; \$10.9 billion in 1957; about \$12 billion in 1958; \$13.1 billion in 1959.

Part of this growth, of course, stems from a mounting spiral of media costs in such factors as wages and paper. Some of it will pay for color TV and more ROP color in newspapers; more elaborate and presumably more effective store displays; more multipage ads in magazines and business papers. But all these, and other advertising strategies, will be merely the visible front lines in an even bigger competitive battle.

Spokesmen for individual media are quite sure that they will get a rightful share of the spoils:

• Harold S. (Rusty) Barnes of the Bureau of Advertising, ANBA, points out that newspapers now get one-third

of all advertising dollars and he "sees no reason" why they won't continue to. This ratio would give them \$4 billion of Arno Johnson's predicted \$12 billion in 1960. On the 10% gain a year basis, however, newspapers would hit \$4.83 billion.

• W. H. (Moon) Mullen of the Magazine Advertising Bureau says that "a 40% increase in advertising volume [for magazines] seems likely between 1955 and 1960." Such an increase, from the \$653 million which PIB gave magazines last year, would come to \$914 million. But the 16% gain in dollar advertising reported for magazines in this year's first quarter suggests a 1956 volume for this medium of \$757 million. Even if the average annual expansion were only 10%, magazines still would reach \$1.1 billion in 1960.

• Oliver Treyz, president of TV Bureau of Advertising, envisions "the greater ability of our competitors to predict their future status. Since, in television, today's exaggerations are tomorrow's understatements, we prefer to work for the future rather than predict it." In TV, says Treyz, "any prudent estimate of minimum expenditure probably will make the prognosticator look ultra-conservative after the prognostications have become history."

TV expanded sixfold (net time plus talent and production costs), from \$171 million to \$1.050 billion in the last five years. So far this year network TV has gone ahead 19% more, and

reports suggest regional, local and spot TV are growing even faster. A modest rise of only 15% annually still would make all TV a \$2 billion medium by 1960. Whatever the total the dollar ratio of network to non-network probably would shift from the present 50-50 to about 65% for non-network.

The only medium which TV has openly "robbed" since 1950 is network radio. But while Broadcasting-Telecasting estimates that actual dollars spent on network radio time (not including talent and production) went down in this period from \$125 to \$55 million, TVB estimates that network TV (including talent and production) expanded from \$85 to \$550 million. In other words, network TV gained four or five times as many dollars as network radio lost. Other media also made substantial gains.

Meanwhile, non-network radio expenditures (time only) grew from \$322 to \$395 million. Thus, total expenditures for radio time in 1955 came to \$440 million, or only a shade less than the \$447 million spent in 1950. In the next few years radio probably will continue to reach even more people than print or telecasting. Expanded use of car radios and tiny, new transistorized portable types (such as Zenith's new sun-powered models) would keep radio reaching "everyone, everywhere."

In five years outdoor advertising has increased 30%, from \$142.5 to \$192.5 million, reports Outdoor Advertising

1960 ad volume

(all figures expressed in millions of dollars)

	1950	1955	1960
Total advertising*	5,700	9,000	14,700
Newspapers	2,000	3,000	4,800
Magazines	458	653	1,100
Television	171	1,050	2,000
Radio	447	440	500
Outdoor	142	192	250
Business Publications	225	400	600
Direct Mail	919	1,485	2,200
Point of Purchase	500	830	1,300
Premiums	1,000	1,500	2,200

*Newspaper figures include cost of production; magazines are space only, one time rates; television includes net time, talent and production; radio figures are time only, business papers do not include production.

At this rate outdoor—with "local" ing slightly faster than "national"—ld pass a quarter-billion by 1960. OAI people look for "accelerating with."

Excepting only TV, the fastest grow- medium of the '50's is business lications. Angelo Venezian of Mc- w-Hill estimates their gain from 5 million to \$400 million (not in- ling "production"). A guess of at t \$600 million for business papers 1960 would be based on a fact, a d and an assertion:

More industries (in chemicals, elec- ics, nucleonics, etc.) and more new ches of industries will require more essage magazines to provide special- ized information.

Advertising rates will continue up- d.

More advertising will be needed to o move the goods and maintain growth of the economy.

Thus the combined projections for these six media add up to more a \$9 billion. Add to that several er media (for which estimates may less accurate) and the total dwarfs nson's \$12 billion.

The Direct Mail Advertising Assn. res that direct mail has expanded dily (with only a single month's line in the last 60) from \$919 mil- to \$1.485 billion. This pace would the medium at \$2.2 billion in 1960.

Int of Purchase Advertising Insti- gives its medium \$830 million in 5. POPAI did no guessing in 1950, assuming a steady 10 to 15% rise e then, the five-year trend line and \$500 million. And assuming continuance, advertisers may spend 3 billion for it in 1960.

Premium Practice unofficially puts premiums last year at \$1.5 billion, or 5 more than the \$1 billion by 1950. Premium use dipped in 1952, but has n steady — up since — last year by 3%. Renewed interest in stamp s, in premiums for sales incentives other purposes, may even speed growth of giveaway advertising, to east \$2.2 billion.

By 1960 these three media together ld expand from \$3.8 billion to \$5.7 ion, maintaining their combined e of the respective \$9 billion and billion-plus totals.

Add the \$9 billion of the first six ia to the \$5.7 billion of the second e, and tomorrow's \$14 billion al- ly must be stretched a bit. And to be projected are a lot of other s advertisers may find to spend ey, such as regional and state farm ers, weekly newspapers, transporta- advertising, exhibits, skywriting maybe smoke signals. ■

ONE ADMAN'S OPINION

By Lester Leber

®

Catalytic pizza

The current popularity of Italian edibles can be traced back to a few pizzas pie stands in Coney Island. Opened by ex-GI's in 1946, they breathed new life into a dormant market.

Before the war importers and producers of salad oils, sauces, black roast coffee and Neapolitan baked goods sadly watched their sales shrink. Today Kraft salad oils, Hunt's tomato paste, Buitoni meat sauce, Breyer's Ices, Medaglia d'Oro coffee and similar foods proudly and profitably promote the Latin flavor.

Apparently, the humble pizza had sufficient taste appeal to spark not only thousands of outlets for the pies themselves but a keen interest in other foods with an Italian background.

Therein may well lie the clue to bonanzas for other foreign-flavored items. Get the right specialty as an entering wedge and then push it into an ever-widening market.

Memory lingers on . . . after the song is gone

If the creative energies devoted to a medium are any indication of its vitality, radio is very much alive. Knickerbocker Bee's "spark up the fun" jingle brings back memories of what Mission Bell Wine accomplished when it saturated the air during the forties with "Just the other day I heard a feller say . . ." Years after this campaign a survey indicated that listeners not only remembered the product but thought they had heard the tune recently. Carolina Rice with its parody of "Nothin' could be finer . . ." Pepsodent's "Wonder where the yellow went," Tea Council's "Take tea and see" will also endure.

Silly sentences

• Structural Clay Products Institute shows a man being greeted by a little girl at his front door. Copy says: "Daddy's Home! . . . and the day's end means even more when it's a Brick Home." (It does? You

enjoy your family and relaxation less if the house is clapboard?)

• And from a clothing manufacturer comes this gem: "You command respect and admiration in Kuppenheimer suit . . . akin to the prestige enjoyed by knights in their suits of armour." (If you're interested in fit and comfort, I presume you get a suit that is less like armour.)

• "The Greeks have a word for Lady Baltimore Luggage—value." (If I had known Greek was so much like English, I'd have studied that instead of Latin.)

• Floating in air is a phrase many men use to describe their first experience with a Disney lightweight felt. ("Many men" is a slight exaggeration. More like

ly it's "one man" . . . the copy-writer.)

• If you hear a thump . . . it's only your heart!" headlines Chevrolet. (Or a broken connecting rod.)

In the "Words at Work" department, Tide regularly pays tribute to copy gems. The preceding sentences are the other side of the coin. Their basic error is taking-onself-too-seriously. Bricks, suits, luggage, hats and cars are serious matters of concern to their makers . . . but they're not necessarily heart-thumping to consumers.

From the mailbag

Norman Dann of Imperial Tobacco (Montreal) caught this column's error of gender. I wrote "Vive le difference" when it should have been "Vive la difference." Mr. Dann says it shows the perils advertisers face in translating for the French-Canadian market.

(Touche. La or le, hurray for the difference that makes a campaign fresh and distinctive.)

Lee Barrett of New England Mutual Life Insurance (Boston) writes that "though most national advertising is conceived as a campaign which is intended to have cumulative effect, you critics so seldom bother to judge it on this basis." (I don't think this is so. In analyzing a series we may mention only one insertion because it is typical of the campaign, but we are certainly mindful of the total results.)



On or off premium merry-go-round?

- Kellogg and Ralston-Purina try premium-less selling.
- Kellogg stresses Special K's high nutritional value to mothers.
- Ralston Purina just thinks everybody's sick of premiums.
- Meantime, other makers dream up more & more unusual premiums.

AMERICANS last year consumed nearly 790 million lbs. of ready-to-eat (cold) cereal, roughly 4% more than they ate the year before. Of that volume, children accounted for probably 80%. That's the reason, of course, it's hard to find a cold cereal without some sort of children's premium.

➤ At the moment, however, two of the nation's approximately 25 cold cereal marketers hope to sell cold cereal without premiums:

- Kellogg, the industry's leader with about 40% of the market, recently launched a high protein cereal called Special K, emphasizes its nutritional advantages direct to mothers.*
- Ralston Purina Co. (Rice Chex, Wheat Chex has under way a "Look, Ma, no premiums" campaign, all but deriding a method it once used heavily and, admittedly, will use again.

Kellogg, obviously, is not marketing Special K just to get off the premium merry-go-round. Rather, it is out to produce and market a cold cereal that is highly nourishing as well as easy to eat. An ounce of Special K, served with milk, provides 15% of a grown man's daily protein needs plus essential vitamins and minerals known to be short in many American diets.

Ralston at the moment also concentrates on product. Says grocery admanager Robert J. Piggott: "We want to direct the consumers' attention where it belongs — to the quality and flavor of our products. Selling breakfast foods in today's market has come to concentrate so much on the premium that the product itself often is neglected by the consumer."

➤ The key back of Ralston's move seems to be timing and the novelty of no premiums. Says Walter Guild, president of the Guild, Bascom & Bonfigli

advertising agency (San Francisco) which conceived the approach: "It's not that we're against premiums. They are a useful sales promotion device and we have used and will use premiums again when needed in our clients' marketing programs. But timing is always one of the keystones in marketing strategy."

Guild feels that dropping breakfast food premiums at this time will result in more and lasting sales for Ralston (which has an estimated 4 to 5% of the ready-to-eat cereal market). "Our approach will appeal to harassed mothers whose children have been overly pressured by the incessant offers of other breakfast food manufacturers' premiums."

➤ Another Ralston Purina promotion pitched at adults is emphasis on some cereals as party mixes. Ralston suggests putting Rice and Wheat Chex together in a bowl, serving them as television snacks with cold drinks. The company issues a 32-page booklet, "Easy Guide to Good Eating," which features 109 ways to serve the two cereals (General Mills' Kix and Cheerios get a similar play).

As for Kellogg and Ralston's success so far with their new strategy, Kellogg claims its Special K can't keep up with demand in some areas while Ralston will say only that mothers approve its move. Meantime, premiums, which come in as many varieties, shapes and sizes as ready-to-eat cereals, successfully help sell other packages.

There are, of course, two types of cereal premiums—the insert (or in-the-package kind) and the self-liquidator, which requires a mailed-in boxtop and enough money to cover the rest of the cost of the premium (once usually a quarter but now as much as \$14.50 and 25 coupons from General Mills cereals for a Philco three-speed record player).

➤ Inserts range from six cat's eye

marbles in Post packages (No. 2 manufacturer) to really an "outsert" on General Mills' Wheaties—an acetate phonograph record .003 inches thick, 5½ inches in diameter, attached to the side of the package. It can be torn off and played like an ordinary record.

When the record was introduced as a premium in late 1954, song titles included old favorites like "Dixie" and "Take Me Out to the Ball Game." But in April of this year, General Mills went national with a second record premium featuring Walt Disney's Mickey Mouse Club tunes (it's one of the net TV show's sponsors). In addition to the attached record premium, a mail-in offer of four records, two songs on each side, is available for 20¢ and one Wheaties boxtop. While General Mills feels this record deal has been a successful promotion, some of its eastern sales people report "increasing chases" of the acetate records' being torn from the sides of packages in stores.

While cereal makers realize there's much more appeal in the insert premium, they find the self-liquidator cheaper and more convenient. One Post spokesman estimates a ½ to 2¢ a piece cost for inserts. They come higher be-



Some new moves in cereal marketing. General Mills' new Pick-A-Pack features cereals in cellophane bags. Kellogg stresses nutritional content of newest cereal, aiming at mothers. While Kellogg skips premiums for Special K, General Mills' Wheaties sports actual records attached to each box. Ad at far right promotes cold cereals' newest competition.

*Kellogg marketed a high protein cereal called Corn-Soya in 1950, never had overwhelming success with it, apparently because of the cereal's taste.

pre-sweetened cereals are the major product development of the last few years. In 1939, Ranger Joe, Inc. (West Chester, Pa.), put out a honey-flavored puffed wheat, but it wasn't until 10 years later when Post came out with Sugar Crisp that pre-sweetened products began to catch on. Kellogg was a year later with Sugar Corn Pops and Smacks and General Mills added to the line with Sugar Jets shortly after that. One Post official now estimates that pre-sweeteners take 15% of the cereal market, half of what they were 10 years ago.

► Despite the competition among cold cereal marketers, some new competition from a hot cereal makers is coming their way. This summer, Cream of Wheat will plug (via BBDO which campaigned for Soup on the Rocks) use of a hot cereal in the summer. It will urge topping hot Cream of Wheat with a scoop of ice cream, making Ice Cream of Wheat.



Here's why Ironrite started its new rental plan...

Dealer lethargy stymied ad efforts

- After years of advertising, ironers are in but 10% of homes.
- Reason: dealers don't supply the specialty selling needed.
- Top seller Ironrite has a new plan to meet & beat that obstacle.

ONE sunny day last July, the sales vice-president of Ironrite, Inc., the nation's largest manufacturer of home-ironing machines, methodically canceled nearly all of his distributors and dealers.

Ironrite's clean sweep of distribution pointed this moral: for some products, advertising may open doors, but it can't close sales unaided.

This applies most strongly to Ironrite's one and only product, a large, high-priced (\$200-\$290 depending on the model) ironing machine. This type of appliance is traditionally hard to sell, simply, thinks Ironrite, because it requires a certain amount of training to use efficiently. Other manufacturers have found it more trouble than it was worth; in the last four years, five major appliance makers have dropped ironers from their lines (Bendix, Easy Washing Machine, Frigidaire, GE, Maytag). The only major brands are Whirlpool (sold mainly through Sears, Roebuck), Conlon and Ironrite (which accounts for about half the total sales). In an industry where 90% saturation is not uncommon (e.g., refrigerators), automatic ironers enjoy less than 10% saturation.

➤ Ironrite's efforts to build a market makes a rather sad tale. In the 1940's the company advertised fairly regularly in women's service magazines. These schedules were dropped in 1950 for the irresistible lure of television. (Ironrite sponsored ABC-TV's Hollywood Screen

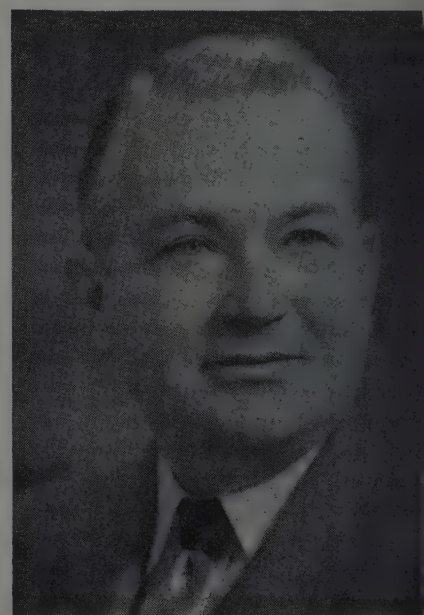
Test for nearly three years.) Says president Richard Dabney: "Live demonstration commercials were used. Sales went up in some markets, showed no improvement in others. The program was successful in reaching large numbers of women with an Ironrite demonstration, but apparent lack of dealer follow-up in many areas greatly diluted the TV build-up."

➤ Both Dabney and sales vice-president Richard M. Gottlieb are convinced that the sluggish performance of Ironrite's ad campaign was directly traceable to dealer lethargy. To Dabney, retail appliance dealers today are "Nothing but 'brokers' who take a 2% fee for stocking nationally advertising lines." Adds Gottlieb: "Dealers wouldn't try to get machines into homes for free trial. They wouldn't see that trained demonstrators were available. They wouldn't instruct retail sales people in the procedure for interesting women in Ironrite." In fact, maintains Gottlieb, why should they? "Highly saturated items such as automatic washers and television were being purchased from the floors at a fast rate" without any particular effort on the part of the dealers.

In desperation, Ironrite tried another experiment. It gave selected dealers a lot more profit, plus virtually exclusive territories, in the hope they would turn their attention to selling Ironrite. Results, says Dabney, were disappointing. Although he won't specify exactly

how disappointing they were, Ironrite's newest dealer literature states baldly that fewer ironers were sold than before and that the performance of the product of the appliance dealers in the test area was "nothing less than shameful." On the basis of a year's test, Ironrite concluded that even the best appliance outlets had no intention of trying to do the specialty selling which the company has found the product requires. "They were content," says Dabney, "to let displays and advertising do their selling. They wouldn't get out and push Ironrite when they could make money off walk-in trade on other appliances."

➤ Meanwhile, while Ironrite was playing with exclusive territories, a distrib-



Ironrite president Richard Dabney

in Salt Lake City was experimenting with exclusive dealerships, and it was he who hit pay dirt. He canceled dealers in his area, persuaded one dealer to liquidate his business and sell Ironrite, as the exclusive outlet in the trading area. The lure he held was high profits and no discounting, though an unusual home rental plan. The idea was simply to get the machine into the home on a rental basis and let someone demonstrate it. Then, after a period of rental use, send a salesman around to convert the renter into a buyer.

Ironrite watched this experiment for nearly a year, was so impressed with the results it took over the idea and adopted it nationally. Dabney, Gottlieb Company worked out details for mass production, added certain refinements to the rental was set at \$2 a week with a minimum rental period of three weeks—"sugar bowl money for most people," says Gottlieb). Early in the rental period the customer is visited by a home service advisor who instructs the rental customer in the use of the machine on the customer's own laundry. Then, after eight to 10 weeks of getting used to the machine (and learning to depend on it) the customer is approached by a salesman. Dabney claims conversion average 85%, with 95% well within the reach of the better dealers.

Once the plan was perfected, Ironrite's most pressing problem was (and is) to convince both distributors and dealers to sign up with Ironrite exclusively. These advantages are obvious: high profits and the probability of a 100% return on investment annually (according to Dabney; "a distributor who also sells through his own



Ironrite vice-president Richard Gottlieb

the WOMAN'S VIEWPOINT

By Dorothy Diamond

®

New cookbooks

Here's a report on two new, different and interesting cookbooks: "Creative Cooking Made Easy," which Procter & Gamble is offering either free with a Fluffo label from a three-pound can or for 50¢ with a regular label, is an unusually sophisticated effort for the mass market. Its recipes are gourmet—but in a restrained way. I think that many of them will appeal even to the husbands and youngsters who normally prefer plain meat-and-potatoes fare. A noteworthy feature is the highly styled photographs, as elegant as the fashion shots in *Vogue*.

Men as well as women may learn from the "Big Boy Barbecue Book," sold for \$1 by the Big Boy Manufacturing Co. (Burbank, Calif.). Six pages of instructions, as precise as a doctor's prescription, are devoted to the science of building a fire, with precautions to avoid "food flame-up," that common flaw of outdoor cookery. The method is new to me and I hope that backyard chefs will give it a try.

Fine china vs. dishwashers

Since I have heard conflicting reports as to whether dishwashers injure fine china, I was delighted with the forthright way Wedgwood tackled this question on a recent WQXR commercial. Dishwashers are safe even for its most delicate china, said the company, if proper detergents are used. A list of recommended products has been compiled and offered as bait to draw prospective customers to the Wedgwood showroom.

Chevrolet Featurama

Having been lured by a newspaper advertisement to "See It Now. . . Your Own Free Automobile Show," I recently drove to a nearby Chevrolet dealer to view the 1956 Featurama. After foraging for a parking place (and when you invite people to such an event I think you should at least provide parking facilities), I entered a show-

room where I turned out to be the lone representative of the public.

"See a Complete Show that will interest everyone in your family from Junior to Granddad," the ad had promised. But the promise did not materialize. For the men, glassed-in motors and transmissions revolved. As to Junior, he could ride in a Kiddie Corvette and maybe win one in a prize drawing. The ladies? The ad had mentioned "free flowers," which in my opinion is a trite and useless offering, and the show did not go beyond that in catering to women's interests. (For the record, while I did see a box with corsages of wilted yellow roses,

no one bothered to offer me one).

With all the talk about the increasing influence of women in the purchase of cars, Chevrolet's neglect of the woman's viewpoint seems to me well nigh incredible. Surely a woman's angle could—and should—have been included in the show.

P.S. I was also astounded at the apathetic attitude of the sales staff. A salesman extended an invitation to "make yourself at home," but did not venture a faint-hearted pass at selling me a '56 model.

Variation on an old theme

"I'd like to discuss the prospects of future M.D.'s," said the young man who rang my doorbell. First thought that flashed through my mind was that this might be a community project. Then I realized it was not, but a forerunner of the familiar plea for me to help him through school (medical school in this instance) by buying magazines. Admirable? No. But ingenious? Yes.

Recipe omission

Complaint overheard in the supermarket: why do so many food companies print recipes only in terms of cans and packages in their booklets and omit vital statistics of weight and bulk? If the same size is not available, then the housewife must do some annoying arithmetic at home in order to have the dish turn out right.

YOUR brand was advertised in 39 cities TODAY



Yes—some brand names were advertised in newspapers published in more than 39 cities today . . . and some have been “skunked” all season. It pays the sales department and the salesman to know just how well accepted their brand is with dealers. And it pays the adman and the agency to know, too.

It's a simple matter to find out. More than 1100 firms do it with ACB Reports like these:



RETAIL STORE REPORTS

Provide accurate check-up of dealer tie-in advertising covering your own and/or competitive accounts. A widely-used service for determining sales policy and directing salesmen's efforts. Re-

ports can show lineage; cost of space; city; publication; sales territory; dealer name; product and price advertised; mats used; totals and percentages. ACB Reports are better than 95% accurate.



MAT ANALYSIS SERVICE

Gives you a detailed report, plus tear sheets of all your mats used by dealers and thereby helps

prevent mat wastage by showing you the type of advertising which is most popular with dealers.



TEAR SHEET SERVICE

Tear sheets are the basis of all research in newspaper advertising. ACB can furnish tear sheets containing advertising of any specified dealer or national advertising. ACB tear sheets are

complete pages and show position, full headline information; Gives you competitor activity; names of active dealers; test campaigns; current pricing policies; competitive claims; etc., etc.

ADDITIONAL SERVICES: 11 additional services are available. Described in ACB Catalog sent free on request, or contact nearest ACB office.



The Advertising Checking Bureau, Inc.

New York (16) 79 Madison Ave. • Chicago (3) 18 S. Michigan Ave. • Columbus (15) 20 South Third St. • Memphis (3) 161 Jefferson Ave. • San Francisco (5) 51 First St.

ACB READS EVERY ADVERTISEMENT IN EVERY DAILY NEWSPAPER

retail stores should make between 2 and 25% profit before taxes. A dealer without the extra distributor margin probably realize a profit of 15% to 1 before taxes. . . ."); no price-cutting ("There are no competitive Ironrite dealers in his community. He makes and keeps the longest profit margin in the big-ticket appliance field."); a special financing plan for dealers, which enables them to finance machines even though they are moved out of the store into the home. In this way the dealer must ante up only about 10% of the capital he would otherwise need.

The company has so far been successful in lining up regional distributors (about 85% of the territories have been assigned) through personal efforts of the company's executives and consistent campaigning in trade magazines. Dealer recruitment, which Gottlieb expects to be completed in another year, Ironrite depends on distributors' contacts. To aid distributors, the company prepared (via Brooke, Smith, French & Dorrance) a booklet explaining the advantages of the Ironrite franchise. Called the Golden Franchise, the booklet is now the company's major tool for signing up dealers. Says Gottlieb: "In all my years in the appliance business I don't think I've ever seen a piece of literature as effective as this."

Once the dealer organization is completed, Ironrite's ultimate success must depend on several factors. Aside from high caliber door-to-door salesmen, the most important of these is advertising.

At present Ironrite (which was burned once with national promotion) is committed to the exclusive use of local co-operative advertising in newspapers, radio and television (\$5 per machine sold is allowed the dealer). Furthermore, the ads are viewed primarily as a means of acquiring leads, to bolster the list of prospects garnered by door-to-door field men. There's very little pre-selling of the appliance, itself. Although the company is reluctant to advertise in a more dynamic way, Brooke, French vice-president K. Jones believes that national advertising, probably in magazines, will have to be done before long. Jones feels that the principle of ironing with a machine must be sold and sold hard to back the dealer house-to-house sales pitch. "Electrolux can get away without national advertising," he says, "because the principle of the vacuum cleaner has already been sold. But the saturation of ironers is less than 10%, so most women have had no experience with machine ironing whatever."

At any rate, Ironrite is sure it has the formula for success, and that its product will crack the national market in a big way, and soon.

MEDIA FORECAST

May 17, 1956

Magazine Saturation Only 66%:

The Magazine Advertising Bureau's most recent promotional endeavor includes this interesting information: Among urban families, magazine saturation is around 66%.

MAB's figures are based on a Bureau of Labor Statistics study made in 1950, but one, MAB thinks, which is still up-to-date enough to use for 1956 promotional material.

Specifically, the labor group's study shows purchases (including magazines) in relations to income (many of the statistics are only newly released). MAB uses parts of it to show the higher the income the more people buy magazines.

Trouble is, the 66% urban saturation for magazines is for a period well before television became big time. Very probably, if rural saturation were added in, the 66% would plummet.

As for the newest medium, 67% of U.S. homes have TV sets.

Magazines Still Slump On Newsstands:

MAB's magazine saturation figure (see above), part of a promotion to show that magazines are the only "selective" medium (i.e., they parallel buying power), suggests that the industry has a distribution job to work on.

Magazine subscription circulation is up for 1955's second half over the similar 1954 period—but not by much. The Gallagher Report cites a "healthy" total increase of 13,242,998 subscriptions for magazines, but it doesn't mention that a full 8,356,996 subscriptions out of the "healthy" increase are accounted for by new ABC member Reader's Digest, not included in the 1954 tabulation.

Meantime, the S-M News Company's semi-annual boxscore of newsstand circulation (covering the same period) shows that of 120 magazines, only 44 registered newsstand gains. Of the eight weekly magazines, only three had gains: TV Guide, New Yorker, Satevepost. All bi-weeklies lost on the newsstand.

Top newsstand seller remains the bi-monthly, Confidential, with an average sale of 3,674,423. TV Guide was second (2,384,968), followed by Reader's Digest (1,715,193), Satevepost (1,546,894) and Ladies' Home Journal (1,537,900).

Some newspapermen suggest that their medium's circulation slowdown may result from an industry-wide failure to distribute adequately in the thriving new suburbs. While total magazine circulation (average per issue) is up 13.4% over 1950, there's room for conjecture that that's a problem for magazines to meet & beat, too.

Advertising Keeps Climbing:

Advertising expenditures in the major media continue to zoom.

For this year's first quarter compared to last year's, network television advertising is up 18%, for total billing of \$116,692,520.

For the same period, magazine advertising is up 16% for a total of \$162,142,352. According to Publishers' Information Bureau, advertising pages are up, too—by 9%.

Sametime, Media Records reports newspaper lineage for the period up 7.7% over last year's period.

The new Television Bureau of Advertising says that spot television expenditures totaled \$100,209,000 this year's first quarter. And it now looks as if spot radio will get measured—thanks to a happy move by the Station Representatives' Assn.

That group's represented stations will send their spot billings figure each month to Price-Waterhouse, which will do the national compilation. FCC's figure for 1954 will equal 100% of spot radio billings. Price-Waterhouse will figure the part of that 100% accounted for by SRA stations. For the rest of this year, it will project total spot billings across the nation based on such a ratio. End of the year it will use FCC's 1955 figures for its projections. First spot radio estimate should be out in July.

Chicago Tribune
Adds New
TV Magazine:

First regular size (i.e., Tide size rather than pocket size) TV program log to appear as a newspaper supplement hits newsstands with the Saturday, June 2, issue of the Chicago Tribune.

The weekly newspaper section will be printed on high-gloss paper, and use color extensively throughout. Idea, of course, is to accommodate advertisers who buy space in other magazines of similar size.

McGraw-Hill
On Capital
Spending:

Rising ad expenditure isn't the only optimistic sign on the business horizon. McGraw-Hill's brand new survey of business plans for capital expansion indicates that industry as a whole will spend 30% more on new plants & equipment during 1956 than it spent in 1955.

States the survey: business will invest more in the next four years to expand than in any previous period ever measured (the survey is nine years old).

One big reason for the spending is the development of new product (in addition to increasing capacity), say manufacturers, who expect 11% of 1959 sales to be in products not made last year. Research and development expenditures are expected to increase by 33% by 1959, when planned research spending will probably hit \$613 billion annually.

Another reason for the steady growth in investing: expectations of steady sales growth. Only steel and auto sales are expected to experience comparatively slight growth over the next four years from last year's all-time high.

You'll Get
Farm Study
June 1:

First volume of the now completed Printed Advertising Rating Methods study goes to ARF subscribers the first week of June.

Volume I (first of three) includes a detailed review of the number and characteristics of issue readers studied by both aided-recall (Gallup-Robinson) and recognition (Starch) methods, plus a review of the objectives and the techniques used.

The report will no doubt expand on Foote, Cone & Belding vice-president Sherwood Dodge's remarks at 4A's meeting last month, when he reported no great difference in effectiveness of the two methods.

HOW DEEP?



There are Los Angeles radio stations that program for lovers of Beethoven and Bach, stations that specialize in mambo and pops.

However, KNX Radio is the Los Angeles station that attracts practically everyone — *which is exactly why it reaches more homes in a single day than the top four independent stations put together.*

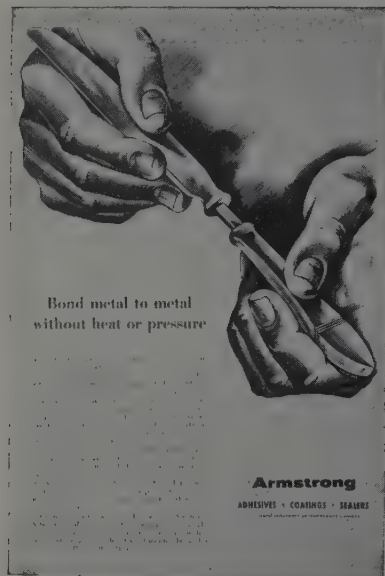
What's more, KNX is the only Los Angeles station that reaches as many as 43% of the metropolitan radio homes in a day, 83% in just one week.

If you have a product or service that everyone in Los Angeles can use, then talk to everyone with

KNX RADIO

50,000 watts. CBS Owned.
Represented by CBS Radio Spot Sales.

How Armstrong Cork Company uses businesspapers to gain position in a new field



OBJECTIVES: (1) To give facts about new Armstrong industrial adhesives and encourage wider use of existing products. (2) To create recognition for Armstrong as a major producer of industrial adhesives.

SCHEDULE: Black & white pages in two business publications.

RESULTS: "Advertisements in this series have drawn up to 1,515 inquiries, without a coupon or other inquiry-attracting device. Brand recognition surveys conducted both before and after this campaign had run prove that Armstrong, although a relative newcomer in this field, already is ranked as one of the leaders."

AGENCY: Batten, Barton, Durstine & Osborn Inc.



building better
businesspapers...
better businesspaper
advertising



**THE ASSOCIATED
BUSINESS PUBLICATIONS**

Founded 1906

205 East 42nd Street, New York 17, N. Y.

EBB & FLOW

Cutting distribution costs

Some time back we asked the marketing executives on the Tide Leadership Panel which facets of their job gave them the biggest headaches. Their answers ranged from "keeping the president's wife happy" to "feeding my ulcer." But they seemed to be in pretty general agreement that one major problem is the high cost of distribution.

Speaking before the third annual New Products Seminar sponsored by Hilton & Riggio in New York early last month, Edwin B. DeMesquita (vice-president of American Safety Razor Corp.) dropped a few hints on one phase of this problem: ways to lower the distribution cost on new products.

DeMesquita made an interesting start by listing two conclusions: first, the most effective way to save money is to spend it—wisely. For example, DeMesquita estimates that the \$30,000 his company spent for test marketing a new product saved the company more than \$500,000. Conclusion number two: a large part of the savings from lower distribution and marketing costs should be plowed back into advertising the product to the consumer.

There are nine basic areas, said DeMesquita, in which marketers can lower distribution costs in the introduction of a new product:

1) **Moving the product through design and production.** Here the important factor is the communications link between all elements concerned with the sales, marketing, packaging, advertising and display of the new product, to prevent redesign, retooling and backtracking.

2) **Market testing.** Your concept of the product may be right, but the product itself—or the way you plan to market it—may be wrong. Test marketing of all the marketing aspects is the best way to find out early.

3) **Advertising testing.** This involves testing not only the best advertising approach to sell your "product concept," but the most effective medium (or media) for doing the job at the greatest saving.

4) **Testing of display material.** The retailer today has less control over a buyer's preference. Therefore, to be heard at the point of sale, the manufacturer must find the most effective way—the way that appeals best to consumers, retailers, salesmen—to get across his message.

5) **Packaging & packing.** More careful thought and planning here can result in substantial savings.

6) **Storage:** By thinking harder about the steps and stops a product has made before it reaches the consumer and finding ways to reduce costs at each stage—an over-all saving can be realized.

7) **Sales.** By streamlining your sales operation and tailoring your product to it, DeMesquita said, you can lower distribution costs further.

8) **Shipping.** Initial planning (such as taking shipping weight into consideration when planning packaging and packing) can bring about additional savings.

9) **Ideas.** By encouraging a free exchange of ideas within an organization, DeMesquita claimed, you'll turn out enough ideas which will contribute to an even lower distribution cost.

A study in motivation

To the advertising executive whose research experience is limited to newspaper counting, motivation research is often a frightening and complex matter. Several Tide Leadership Panel studies have shown in the past, the typical executive knows that motivation research has great promise, but he wonders if he understands it well enough to apply its findings.

That's probably why we like so much the monthly newsletter, Motivation, published by Dr. Ernest Dichter. Dichter takes motivation research findings and shows when, where and how they're applicable.

This is also probably why we like the vast 108-page report of a motivational study conducted by the Detroit Free Press, the first published study of why people read daily newspapers. After two readings, we're not sure we can tell you why people read daily newspapers, but at least we have a much better idea of how people feel toward their newspapers, which is probably just as important to advertisers.

The first thing you'll notice about this report is that it's highly readable—a tribute to the Free Press which assigned the writing job not to a social researcher or a psychologist—but to a newspaperman. The second thing that is evident is that Social Research, Inc., the Chicago research firm which did the job, was not assigned to come up with findings to fit any preconceived promotional approach. Too many media, we feel, have made it a practice to start with their own answers and then have their researchers go out and ask delicately loaded questions.

And the third important clue to the value of this study is this: while the

Free Press is interested in holding up its end against Detroit's two other major dailies, and while the Press is concerned with the printed word vs. the spoken word, this is no backbiting research project. One look at the study's three conclusions should prove this:

1) Newspaper readers form a distinct mental image of each daily newspaper. They endow it with a clearly-defined personality.

2) At the same time, readers look to certain paper to satisfy psychological needs. They develop a close attachment for a favorite paper.

3) People who comprise the mass market admire such traits as initiative, sound judgment and genuine interest in people and their problems. They look for a newspaper which best exemplifies these traits.

The intent of the study, the Free Press explains, is to point the way for advertisers to best meet the wishes, desires and needs of Free Press readers. What the Free Press doesn't say is that much of the study could be applied to the readers of any newspaper in any city, and is, therefore, worth while reading for any advertiser anywhere.

Try this in your pipe

While we're on the subject of research, we're also impressed—but for other reasons—with a research project conducted by the Pipe & Tobacco Council.

The Council's study was also of the psychological variety. What impresses us about it is its distinctly naive approach to depth research. Take, for example, these questions posed in the questionnaire (remember, they must be answered either yes or no), and see if you can come up with any scientific conclusions:

Are pipe smokers more considerate of their female companions?

Are pipe smokers dull conversation-lists?

- Are pipe smokers cooler in a crisis?
- Does pipe smoking change a man's disposition?
- Are pipe smokers conservative dressers?
- Are pipe smokers men of creative ability?
- Is a droll sense of humor characteristic of pipe smokers?

Besides being several other things, such questions represent a prize collection of meaningless generalizations. This sort of pap, offered as scientific research, is enough to make any pipe smoker (including us) throw the old briar away and go back to gumdrops.

If you were Mr. Kinkade . . .

Let's imagine, for the moment, that your name is Charles Kinkade. You work for the New York Shipbuilding Corp., and part of your job is fitting bunk beds into ships,

Being an ingenious fellow, you start thinking about an easier, more economical way to get your job done. After a while, you find one. You show it to your boss, he tells you to try it out, and it works. Soon everybody installing bunk beds is using your system.

Next thing you know your employer comes along and tells you 1) you're not going to get any bonus or award for your invention because you developed it on company time using company materials, and 2) your invention saves some time in bunk bed installation so your job takes less time—and your pay will be less for the same amount of work.

So you take it to court, and it goes all the way to the New Jersey Supreme Court before you get a final decision—which, unfortunately for you, is in favor of the New York Shipbuilding Corp. Meanwhile the New Jersey newspapers have been full of front page stories about your case, giving the public an opportunity to evaluate your company and its sense of public relations values.



Caption by—I. LERNER

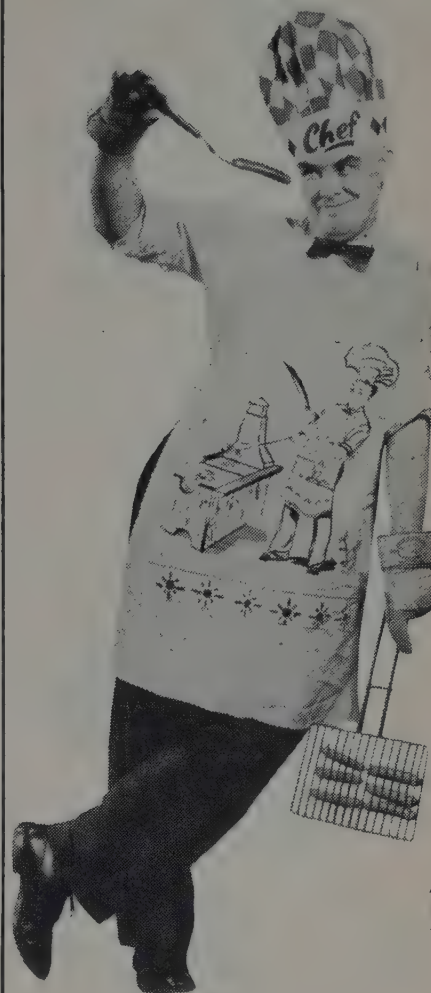
"Training program, why I've already had a couple of years' experience in advertising."

"What's cooking

in Chicago?

Take a peek inside

the Daily News!"

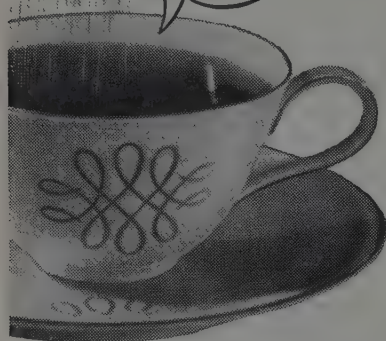


For feast days, diet-days, banquets and snacks . . . whatever you want to cook, and where or when or how . . . the Chicago Daily News dishes up parades of pages about good things to eat. And ad after ad tells readers where to buy the best, where to find the best values. For fourteen straight years, the News has carried more food lineage than any other daily newspaper. And you know about food advertisers! They're the boys who like to get their money's worth. The News goes into more than 600,000 homes a day. That's food for thought! And because it goes home—

**The CHICAGO DAILY NEWS
HITS HOME**

A sweet story:
one brand of gran-
ulated sugar has
increased in use 36%
in Minnesota in
just one year!

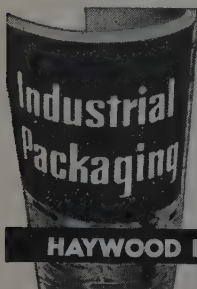
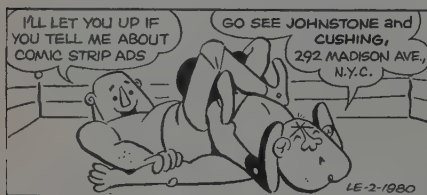
What's more,
it now leads its
nearest competitor
by a big 28%!



*Facts from Minnesota Homemaker Survey
No. 5, available on request from the

**Minneapolis
Star and Tribune**
EVENING MORNING AND SUNDAY
495,000 DAILY
625,000 SUNDAY

In Minnesota, North and South Dakota, western Wisconsin



different
because it is a
specialized
magazine serving
the specialized
needs of a big
specialized field..
★ send for market
story, sample copy

HAYWOOD PUBLISHING CO.

22 E. HURON ST. CHICAGO 11

If you were Charles Kinkade could you go out—after all that uncomfort-able publicity involving your company—and tell people that you think your company is a good place to work? More important, would you want to?

A PR bibliography

While we're discussing public relations, a college marketing and business administration professor, William A. Nielander, has prepared an excellent bibliography of public relations listing about every book or article ever published on the subject. Single copies are available, free of charge, from the Bureau of Business Research, University of Texas, Austin (Tex.).

Schick's shrewd ad offer

Among the advertising which caught our eye during the past fortnight was a smart offer made by Schick, Inc. Any boy who reached the age of 17 between April 22 and 29 got, free of charge from Schick, a Schick "25" electric shaver.

This offer, obviously calculated to start men using electric shavers—and specifically Schick shavers—at an early age, is a wise move, one that could well be applied to many other products. The cost will undoubtedly be negligible (certainly Schick did considerable research on this beforehand) and the results on a long-term basis will be great. Chalk up a marketing coup for Schick.

Advertising vs. the product

Any advertising executive concerned with product design will be interested in a study conducted by the New York industrial designing firm of Lippincott & Margulies. The firm showed a panel of 300 consumers a series of automobile ads, with only the actual brand names deleted, and with all subsidiary trade names (such as Mark II or Rocket T 350), copy and slogans left in.

Almost every one of the 300 consumers identified Cadillac, Mercury and Buick. Less than half the group could identify Chrysler, Nash, Packard, Thunderbird or Continental. Low car for identification was Studebaker, with only one-third recognition.

The moral, according to Lippincott & Margulies: advertising doesn't pay off at point-of-sale unless you have a distinctive product to begin with. It goes without saying that, in the auto industry, this point is crucial.

The Editors

CASE HISTORY—FRUIT



1500 MILES To 7 Million Mouths VIA RADIO

It's a long pull—1500 miles—for British Columbia McIntosh Apples to reach the Los Angeles Market. It's an even longer pull for a modest budget to sell the huge Southern California Market of 7 million.

Welsh, Hollander & Coleman, Los Angeles advertising agency for the Canadian department store, did it. How? By letting RADIO carry most of the 1955 load, buttressed by point-of-sale.

Result: "Sales increased a whopping 50% far exceeding all expectations," says broker Marshall Anderson . . . at no increase in advertising budget over 1954!

Writes agencyman A. M. Hollander: "KBIG is entitled to take a bow, since a substantial portion of our radio budget went to you. We also appreciate the close liaison you maintained with chain buyers and the plugs given on your 'Homemaker News.' Your selling job next season will be a cinch!"

Huge, sprawling, rich Southern California could be sold best by radio . . . KBIG plus other fine stations if, like B C Macs, you want dominance; KBIG alone, if you want greater coverage at lowest cost-per-thousand listeners.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOLLYWOOD 3-3205

Nat. Rep. WEED and Company

...you're hard to please

May we suggest, then, that the very next time business or pleasure bring you to Los Angeles that you make this your headquarters? You'll enjoy our lawns, palms, flowers, pool and tennis courts and find that the new freeway brings it all amazingly close to downtown Los Angeles.

EVERLY HILLS HOTEL

Hernando Courtright, President
EVERLY HILLS • CALIFORNIA



locate your product in VENDING!

AUTOMATIC vending opens important new channels of distribution without diverting or disturbing your present distribution set-up . . . brings your product into closer touch with the ultimate consumer . . . operates as the ideal sampling method!

WE HAVE over 19 years' experience serving the vending industry and offer you the advantage of our specialized knowledge to help fit your product into this rapidly expanding market.

Among our accounts . . .

AMERICAN CHICLE CO., Adams gum, Dentyne, Chiclets, Beemans.
APCO, INC., leading vending machine manufacturers.
N.A.M.A., official organization of the vending industry.
PEPSI-COLA CO., sales promotion campaigns.

TENCO, INC., roasters of instant coffee. Plus 50-odd manufacturers and distributors of vending machines and vendible products.

consult with us concerning your share
of the vending market at no obligation.

de-perri advertising, inc.

141 E. 44th St., New York 17, N. Y.
MUrray Hill 7-4980

LETTERS

Leisure market

Sirs:

Your article in the April 21 issue of Tide, "People need help with their leisure," certainly points out a very fertile field for the sharp marketer to develop since 66% of your panel are not at present very satisfied.

Congratulations on another very interesting report.

Roy St. Jean

Manager
Market & Sales Analysis
Brown Shoe Co.
St. Louis

Correct leisure

Sirs:

You and your associates are to be congratulated on the series of articles on the tremendous growth of the sports and leisure market. This marketing phenomenon needs explaining and you are telling the story very well.

However, judging by your March 24 issue some gremlin must have invaded your research department. The figures on page 24 on expenditures for fishing and hunting licenses are completely in error.

Attached are the correct figures showing the license totals by states and the totals for the nation. These figures were released by the Fish & Wildlife Service of the U.S. Department of Interior. They show that in the 12 months ending June 30, 1955:

A) 18,854,809 people purchased freshwater fishing licenses. They spent \$39,501,838 on licenses alone. In other words, more than \$39.5 million was spent before anyone ever wet a line.

B) 14,191,552 people purchased hunting licenses. They spent \$42,790,687 before they ever fired a single round of ammunition. Add to this the \$4,363,132 spent for duck stamps by 2,181,566 hunters and the total expenditure for the right to hunt come to \$47,153,819.

I am certain you will want to inform the readers of your lively publication of the correct figures.

Stuart Bernard

Advertising Manager
Outdoor Life
New York City

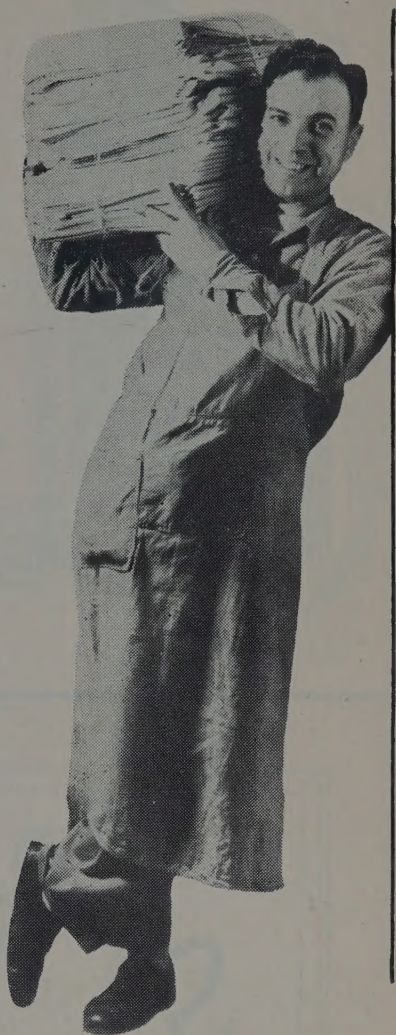
Sirs:

"Selling the spare time market" (Tide—April 7) was an altogether interesting, informative article. We particularly enjoyed your words about Scrabble. However, to make sure the next Tide flows in at its usual high level, I'd like to point out that 42-year-old Transogram Co. is one of the largest game manufacturers in America, distinguished for its distinctive packaging.

Shortly after Scrabble worded its way into the public's vocabulary, Transogram decided to play too—but with something even more challenging—"Score-A-Word," which we introduced in 1954. Since then,

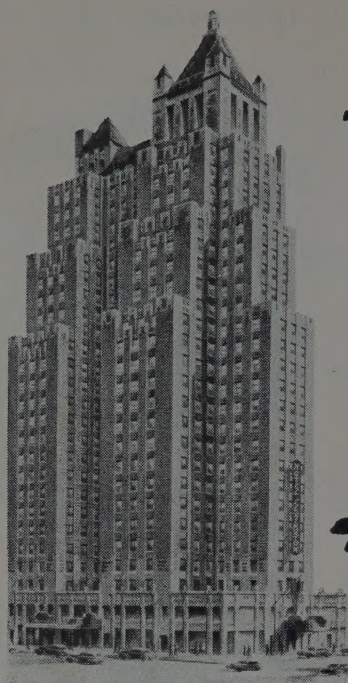
"Take it from me,

Saturday is different
in Chicago!"



The thing that makes Saturday different is the big Triple Streak Weekend Edition of the Chicago Daily News. And what makes the **News** different is the fact that its circulation goes **up** on Saturday. The News not only exceeds its own weekday 600,000, but also breaks records by having the largest Saturday circulation of any evening newspaper in the U.S.! Most papers would like to sweep their Saturday circulation figures under the rug. But advertisers expect and get big results from the Daily News, weekdays and weekends, because it goes home. And because it goes home—

**The CHICAGO DAILY NEWS
HITS HOME**



HOME OF THE FAMOUS *Hawaiian Room*

● Just 3 minutes from New York City's Grand Central Terminal and conveniently near to the Fifth Avenue shopping district, the Lexington is centrally located. Its 801 outside rooms are all equipped with combination tub and shower bath, circulating ice water, full-length mirror, 4-station radio. Television. "New York's Friendly Hotel"

Hotel Lexington

Near the United Nations
LEXINGTON AVE. AT 48th ST., N.Y.C. 17

the game has been selling itself all over the country at a remarkably surprising turnover, assuring us that the market continues wide open for word games.

Last year, as an experiment, we produced a variation of Score-A-Word—using card tiles instead of letter tiles—and named it "Dealer's Choice" because of the five popular card games it offered. Obviously, we never expect it to replace regular card-playing but it seems to be catching on in Florida and other areas where planned leisure calls for a change from "Big Business" our money game to general monotony.

You'll be interested to know too that Transogram increased its advertising budget this year to include Spot TV commercials in the New York area during April and fall. TV has proved itself to be a toy promoter in many ways. Several of our newest board games, based on TV personalities such as Rin-Tin-Tin, Captain Gallant and Jackie Gleason, are selling like magic. Recently we offered our Dragnet Game as a prize on the Junior Auction Show in certain midwest areas and were delighted to learn that it brought in up to 10% more bids from kids than all the other prizes offered at the same show.

As the years log by, we shall undoubtedly focus more and more advertising attention on TV's dramatic role as game and toy salesman.

Mrs. Bee Mitchell

Transogram Co.
New York City

Amplification

Sirs:

We have discovered clerical errors in the list of 100 counties having the largest number of television households which was sent to you recently, and which you published in your May 5 issue.


Milwaukee county in Wisconsin should appear in 15th place, with 243,080 TV households; and Stark county, Ohio should appear in 74th position, with 76,640 TV households.

The number of television households in Suffolk county, Massachusetts, actually 226,050. This would put it in 18 position.

With these corrections in the tabulation

Stoppers

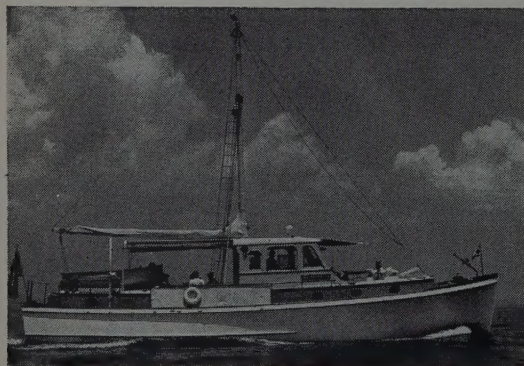
- "Your husband's trouble is dyscrasia of the pocketbook."
—N.Y. STOCK EXCHANGE
- These days . . . mama rolls her own!
—MILPRINT
- A Lipstick Ad for Men Only.
—COTY
- Happy endings for sale.
—EQUITABLE INSURANCE
- Aunt Fanny wouldn't believe it!
—GOODYEAR
- "They Begged Me Not to Do It!"
—SILVER CURL PERMANENT
- "I locked up 565 guests!"
—AIR EXPRESS



ask your
advertising agency
about outdoor
advertising!

the standard group of outdoor advertising companies

Outdoor Adv.



Why not close that account?

For favorable decisions, charter the Gosling III to cruise the Long Island Sound—by day, or for the whole weekend.

The Gosling III, a 50-foot motor sailer, provides the perfect setting. It's fast and able, boasts a ship-to-shore telephone among its up-to-date equipment, and sleeps six, plus the skipper's quarters.

HOME PORT: ROWAYTON, CONNECTICUT

Rates and booklet on request

S. A. Walsh, NEWTOWN, CONNECTICUT TELEPHONE GARDEN 6-2607

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ONLY Clipping Bureau reading over 3,000 trade and class publications, as well as every English language daily and 80% of the weekly field.

LUCE PRESS CLIPPING BUREAU

Chambers St., NYC 7—Barclay 7-2096
West 34th Street 715 Harrison Street
Kansas City 11, Mo. Topeka, Kansas
Write or Phone for Details



PRINTED BY

BILLBOARD PUB. CO., CINCINNATI 22, O.

May 19, 1956

the two counties which originally appeared in 99th and 100th positions would be eliminated from the top 100 counties.

We're sorry that these errors should have occurred in this special compilation, and wish to make it plain to your readers that this was our—not your—oversight. The data as shown in the published ARF report are correct.

Edward F. Herrick,

Secretary
Advertising Research Foundation
New York City

Working on the NYNH&H RR

Sirs:

Researchers sometimes get into a difficult position in holding to reasonable standards for reporting their data publicly. Your April 7th issue, page 44, reported an overstatement based on my work which must be corrected in your columns:

"In working to set up a long-range public relations program, Relin is currently undertaking several motivation research projects through New York's James Vicary Associates. Through a recent survey, Vicary discovered the average New Haven commuter to be perfectly satisfied now with his railroad."

We wish someone on your staff had checked this story at its proper source. We have done some pretest work on a proposed research program for the New Haven. Our data is strictly preliminary in nature and is not yet representative of the situation. In the months to come I hope I can report that the New Haven commuter is relatively well pleased with the railroad, and what the strong and weak points are in the commuters' opinion.

James M. Vicary

James M. Vicary Company
New York City

Tide must accept Reader Vicary's analysis of his own work, but wishes he had informed the New York, New Haven and Hartford, which we still consider the proper source for any story on the New York, New Haven and Hartford.—Ed.

EXECUTIVE EXCHANGE

Address Box Numbers to:
Tide, 1564 Broadway, N. Y. 36, N. Y.

POSITIONS WANTED

MAIL ORDER-DM-CONSULTANT, 38. Join agency as problem man to advise, teach client. Ten years setting up, managing MO firm. Let me "hold client's hand" as your consultant-manager. Box T-539.

BUSINESS SERVICE

TO ADVERTISING AGENCY EXECUTIVES

On account of illness, sacrificing handsome conference table, size 25x80, and 6 chairs in perfect condition. Located Radio City, NYC. Phone CIRCLE 6-8720 for appointment. Must be seen to be appreciated.

"If Peg Zwecker

says it's a hat . . .

it's a hat!"



Pop enjoys popping off about Mom's new hat, but he invariably ends up by parading her proudly down the Avenue. Thanks to Peg Zwecker's fashion writing in the Chicago Daily News, Mom always rates admiring glances. A lot of them bounce off onto Pop, obviously her Good Provider. Alert advertisers know how profitable it is to be aided and abetted by Peg Zwecker's authoritative pronouncements. Look at the record, and you'll understand the potent power of the Daily News Fashion pages. They get thoroughly read and thoroughly absorbed in 600,000 homes a day because . . .

**The CHICAGO DAILY NEWS
HITS HOME**

Why PR men die young

In our short, happy life we've heard of public relations men going through some pretty terrible ordeals for their clients. Recently we were told by BBDO PR man Jack Leach of his travail in connection with one account, a story of devotion substantially above and well beyond the call of any PR man's duty.

One day, as Leach tells the story, BBDO PR head Ralph Major called him into his office and gave him these instructions: "Find out where you can buy an old fire engine." Leach's first reaction was, "Well, they may get him but they'll never get me."

A little explanation, though, and Leach found Major hadn't lost his marbles. BBDO really did want an old fire engine, as a prize in a contest for agency men sponsored by BBDO client Holiday magazine. You've probably seen some of the ads or contest announcements.

Leach, who claims his knowledge of automobiles is somewhat limited (he's never had a driver's license and knows little more than approximately where the engine is), started his campaign to find an old fire engine. "Where," he thought to himself, "would I go if I were an old fire engine?"

His initial leads came from Austin Clark of the Long Island Auto Museum, and this is how Leach tracked

them down one by one.

- A 1928 Maxian, owned by the Glenbrook (Conn.) Fire Dept., was found in excellent condition. Alas, it was still in use.

- A 1924 T-Chemical Fire Wagon, with all its original equipment, was available—in Tulsa (Okla.). To Leach, it might as well have been in Tokyo.

- A 1920 Stutz Pumper, "pretty complete," was available through the Antique Automobile Club of America, in State College (Pa.).

- A 1930 Cadillac Pumper was available from a well-to-do resident of Pound Ridge (Conn.) who kept it on his estate with an eye to reducing his fire insurance.

- A 1920 Seagrave and two 1920 U.S. Fire Engine pumpers were available in a kind of glorified junk yard in Stamford (Conn.). Leach decided to start there.

The junk yard, Leach reports, seemed like a frigid tundra the cold January day he went looking for his fire engine. Leach started his climb through "a choppy sea of weathered wreckage" leaping from hood to hood. One look at the prospective purchases, and Leach decided it was a bum steer.

So the search went on. Leach next attacked New Jersey, where he uncovered no less than six old fire engines—each unsuitable for varying reasons. Finally, with relief that Leach calls "indescribable," he found it, a hand-

some 1921 American-LaFrance 1,000-gallon pumper, in Westfield (N. J.).

Getting it painted and "a few little things" done to it required superhuman effort and patience (fire department Leach reports, move only at the sound of the gong and the smell of smoke, otherwise their days are filled with conversation and cards, both at a killing casual pace).

When the day arrived for Leach's fire engine, now sparkling and humming, to be delivered to him in New York, he was waiting patiently at the garage where it was to be stored. Instead of getting the engine, he got a telephone call from the fire boys. The water pump had given out, they were staggering back to Westfield, and it was only a little matter of \$88 repairs.

A week later, Leach finally got the fire engine and with his chauffeur BBDO man who happened to have a chauffeur's license, required for driving fire engines) he took a quick spin.

Then the fun really started. While driving over to pick up Henry Morgan (who was to drive the engine in the Circus parade on opening night), the old red monster sprang a series of leaks which were repaired in the middle of a heavy rain. Finally, repairs made, Leach and Morgan took off for a test run, only to break down in a cloud of steam north of Columbus Circle. While Morgan took off to recover and Leach was wondering what to do next, the long arm of the law moved in.

Leach's fire engine, it seemed, had no license plates. A plain clothesman stepped up and inquired about the little discrepancy. Leach explained that he had checked with the Bureau of Motor Vehicles, and that the Bureau itself wasn't quite sure whether they needed them. But since the opening night at the Circus was a PAL benefit, the plain clothesman said okay and walked off.

It took three more similar brushings with the law before Leach could get the engine back to the garage, and it was determined to prevent embarrassing repetition by getting plates. After many days, letters and telephone calls to Albany, Leach finally was given permission to register the engine with regular commercial registration for a modest \$55.

All is quiet now, but Leach is still apprehensive. The winner of the Holiday contest won't get his fire engine until June 1, and he feels anything could happen before then. Meanwhile Leach has reached two conclusions: he would be a bit sorry to see the fire engine go, and anybody who thinks a PR man's job is easy ought to be strung up from the nearest fire hydrant.



PR man Jack Leach (hat in hand), PR man Lee Minoff (holding sign), Holiday account executive Len Bridges (climbing aboard) and executive vice-president & copy chief Al Ward (driving), BBDO men all, take a test drive.